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JENNIFER LEE

[LinkedIn](#)

[GitHub](#)

[Portfolio](#)

Fullstack Engineer blending my background in human-centered research, design & media to build intuitive, inclusive, and impactful technology. Enthusiast for scalable, clean code in both performance and modularity. A resourceful team-builder, effective communicator, and curious learner eager to create innovative tech for good.

SKILLS & TOOLS

Frontend: HTML5, CSS3, JavaScript, TypeScript, React (Vite), JSX, JSON, AJAX, jQuery, Bootstrap

Backend: Node.js, NPM, Express.js, Python, Flask, RESTful APIs, Web APIs, SQL, PostgreSQL, SQLAlchemy

Other: Data Structures & Algorithms, Unit Testing, Integration Testing, Jasmine, Jest, Git, Github, Render, Supabase

Productivity & Design Tools: Microsoft Office Suite, G-Suite, Adobe Photoshop & Illustrator, Canva, Figma

Strengths: Research & Analytics, Project Management, Product Development, Graphic Design, UX/UI

PROJECTS

WanderLyst: — A travel-planning React & Express app engineered with Test-Driven Development (TDD), enabling users to create, share and explore itineraries based on interest tags or search filtering features. Handles extensive user input data with dynamic forms allowing for an adaptable user interface. Integrates the Google Maps JavaScript API to enhance user experience with custom maps for location-based itineraries as well as implementing a like-system.

Melomap — An AI powered music discovery platform built with Python, Flask, JavaScript & PostgreSQL, allowing users to upload photo files and receive song recommendations based on AI-generated keywords. Integrates EveryPixel & Spotify Search APIs to analyze images, extract keywords and fetch track metadata. Features search filtering and bookmarking.

Jobly — A LinkedIn-esque React & Express full-stack app where users can browse & apply to job listings based on mock data. Implements JWT in secure user registration/authentication with password encryption & role-based access control.

EDUCATION

Springboard — *Certification in Fullstack Software Engineering* 2024

- Developed responsive frontend designs with HTML, CSS, React, JavaScript, jQuery, & Bootstrap for seamless UX.
- Engineered robust backend server systems and designed database schemas with Python, Flask, Node, Express, SQL & Postgres; resulting in secure user authentication processes and efficient data exchange with REST APIs.
- Applied Object-Oriented Programming (OOP) principles to create modular, maintainable and testable code.
- Implemented industry-standard testing, debugging & code reviews to ensure reliability & scalability of web apps.

University of Southern California — *BA in Global Studies | Minor in Digital Media Studies* 2020 - 2022

- **Honors & Awards:** USC Associates Merit Scholarship, Provost's Award, Renaissance Scholar Honors Distinction

EXPERIENCE

Brand Strategist/Manager — *Peak Cafe* (Los Angeles, CA) March 2023 - present

- Conduct 10+ hours of market research monthly to identify insights and trends, strategize long-term brand goals, define target audience, and develop a UVP in the competitive landscape.
- Design & manage brand communications on web platforms: website, Yelp, Google Business/Reviews, Instagram.
- Collaborate to brainstorm & monitor social media content, bringing in 300k+ views, 10-15%+ followers monthly.
- Manage & lead a team of 14 to generate \$2,500+ daily, optimizing efficiency through scheduling and training.

Client Services Associate — *Nordstrom* (Los Angeles, CA) Nov 2022 - Nov 2023

- Leveraged CRM & eCommerce tools to strengthen customer relationships & reach \$15,000+ in digital sales.
- Registered new rewards accounts & info into client databases and increased dept's new credit accounts by 15%.
- Built product and industry knowledge to recommend merchandise, closing sale transactions with POS systems.

Bilingual Executive Assistant — *Private Individual in Procurement* (Los Angeles, CA) March - Nov 2021

- Translated and participated in client meetings, briefing notes to prepare 25+ reports & invoices monthly.
- Conducted research on international market news/trends, presenting insights with Excel data analytics & visuals.
- Improved office productivity & communication, executing administrative duties while managing confidential info.