

JENNIFER BAXTER

developer & designer

CONTACT

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PROFILE

8+ years experienced, dynamic, and detail-oriented front-end web developer with knowledge of back-end programming. Driven to keep current with latest technology. Excel in UX/UI, web design, ecommerce, and brand identity. Strong interpersonal, language, and organizational skills.

SKILLS

Languages: JavaScript (ES6+), TypeScript, HTML, CSS, Sass, PHP, mySQL

Frameworks/Libraries: React, Redux, Next.js, Jest, Enzyme, Apollo, GraphQL, jQuery

Design & UX/UI: Styled Components, Sketch, InVision, Balsamiq, Adobe CC, Storybook

Dev Tools: Git, yarn/npm, VS Code, Insomnia, TablePlus

Services/Other: GitHub, Contentstack, Bootstrap, WordPress, Accessibility, RegEx

EDUCATION

Santa Monica College
Santa Monica, CA 2010-2013

Certificate of Achievement in Graphic Design
Department Certificate in Web Design

Ohio University
Athens, OH 2006

Bachelor of Science in Journalism
Majors: Magazine Journalism; French
University of Avignon (France) Study Abroad

EXPERIENCE

Everything But The House, Remote/Blue Ash, OH
Senior Software Engineer, 2020-Present

- Delivered responsive, reusable component library using React, Storybook, and a fully integrated Jest/Enzyme test suite, allowing for standardization of front-end interfaces for web, mobile and native apps.
- Contributed to extensible utility library that abstracts data queries/mutations into reusable hooks and houses centralized type definitions for consuming apps.
- Developed UI refresh of ecommerce platform with React, Next.js, and Apollo for fast browsing and improved SEO and SSR.

Berlitz Corporation/ELS Language Centers, Remote
Front-End Developer & UX Specialist, 2019-2020

- Led team in redesign and optimization of els.edu to create an intuitive, user-centric responsive site with best-in-class UX/UI.
- Helped to launch redesigned els.edu, creating a seamless experience across all devices. Achieved annual lead targets by increasing student applications and enrollments after site launch.
- Worked with global team to build reusable component library with React.
- Leveraged CMS to allow team to build content without developer assistance.

Bed Bath & Beyond, Union, NJ
Senior Front-End Developer, 2014-2018

- Served as lead development resource for A/B testing for multiple brands in a fast-paced, high-visibility environment to boost incremental revenue.
- Created development peer review process to increase speed to market, minimize bugs, and improve team skills.
- Utilized as UX/UI designer and copy writer for numerous teams. Worked with stakeholders company-wide to conceptualize projects, determine technical feasibility, and ensure deliverables follow best UX/UI practices.

Search Marketing Group, Englewood Cliffs, NJ
Front-End Web Developer and Project Manager, 2012-2014

- Directed the technical production phase of site development.
- Wrote content, designed layouts/graphics, and developed email marketing campaigns and various web components.
- Maintained client content using company's proprietary CMS.
- Edited/debugged back-end code including PHP and databases.

Veyance Technologies, Fairlawn, OH
Graphic Design and Marketing Consultant, October 2012

- Wrote and designed a series of communications to promote the global launch of the company's new HR portal.
- Redesigned myVeyanceHR logo for use on all HR communications.

IOIS Consulting, Hermosa Beach, CA
Marketing and Media Director, 2011-2012

- Redesigned logo and brand identity; oversaw its launch and implementation.
- Designed and developed new website; wrote all site content.
- Wrote and designed all marketing material and print/web advertisements.

Delta Airlines in Partnership with Toyota, Los Angeles, CA
Graphic Designer, 2011

- Created promotional flyer for travel trade show announcing partnership.

Fine Line Graphic Design by Jennifer Vero
Freelance Graphic Designer, 2009-2017

- Created brand identity systems, packaging, clothing, and other client products.
- Created and audited client marketing content including multimedia.
- Designed and developed custom sites; customized WordPress themes.