Jessa Fayer

Innovative Technologist | UX Design and Data Developer

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PROJECTS

Flashcard Game Development~*Game Developer*
Initiated the coding of interactive educational games, utilizing Python and OOP principles to enhance user engagement and learning experiences.

Productivity Gamification App~*Project Manager*
Led the development of a productivity app, coordinating efforts using VSCode and Python to seamlessly integrate gamification principles, enhancing study habits.

Electric Vehicles Landscape Analysis~*Research Analyst*
Conducted a comprehensive analysis of the electric vehicle market, providing strategic insights for national marketing campaigns and product development.

Stress Management App ~ *Software Developer*
Developed a cutting-edge prototype app seamlessly integrated with a heart monitor watch, aimed at monitoring and enhancing blood pressure. Identified and addressed the primary cause of anxiety among University of Maryland students, uncovering insights through thorough interviews and observations, leading to actionable strategies for improved time management

EXPERIENCE

MindGrasp / University Funded Startup Education App, College Park,MD *Co-founder — December 2021*

- Co-founded Mindgrasp, a university-funded startup, playing a pivotal role in its establishment.
- Spearheaded digital marketing and design initiatives, ensuring a seamless user experience.
- Led advertising campaigns, achieving significant program visibility and engagement.
- Developed marketing materials, promoting Mindgrasp as the world's foremost AI learning assistant.

European Home Improvement | Website Developer & Social Media Marketer *Head of Advertisement | May 2020 - January 2023*

- Led the development and maintenance of the company website, ensuring a user-friendly interface and seamless navigation.
- Analyzed social media metrics to track campaign performance and made data-driven recommendations for continuous improvement.
- Developed and implemented innovative social media marketing campaigns, effectively raising brand awareness and engagement across various platforms.
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Skills

- UX Design: User Research, Wireframing, Prototyping, Information Architecture, Usability Testing, Interaction Design, User-Centered Design
- Data Design: Data Modeling, Database Management, Data Visualization, SQL/NoSQL Databases, ETL Processes, Data Analysis
- Computer Development: Full Stack, Frontend (HTML, CSS, JS, React), Backend (Node.js, Express, Django), Database Management (MySQL, MongoDB), RESTful APIs, Version Control (Git)
- Programming Languages: Python, JavaScript, PHP
- Tools: Figma, Adobe XD, Sketch, Git/GitHub, VS Code,
- Soft Skills: Problem-Solving, Critical Thinking, Collaboration, Effective Communication, Adaptability, Attention to Detail
- Industry Knowledge: Cybersecurity Awareness,

EDUCATION

University of Maryland, College Park
Bachelor of immersive media design, Specialization Data Analytics,— Expected Graduation: July 2024

Northwest High School, Germantown, MD
High School Diploma (Graduated Early) — August 2017 - February 2020