

# Jessica Tang

## Software Engineer & UX/UI Designer

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## Software Engineering Experience

### Arcade Snake Game • [Deployed Site](#) • [Github](#)

Oct 2024

Tech Stack: HTML, CSS, JavaScript

- Developed and designed a SPA (Single Page Application) for an retro designed snake game
- Incorporated UX design, gamification, and ability to save high-score to local storage
- Added audio plugin for an enhanced gaming experience

### Stock Market Trading Simulation • [Deployed Site](#) • [Github](#)

Nov 2024

Tech Stack: NodeJS, Express, MongoDB, HTML, CSS, JavaScript

- Created a user-friendly application to access stock market data from API along with news data
- Combined Stock API with charting API to seamlessly display stock chart with auto-refresh functionality
- Applied CRUD (Create, REad, Update & Delete) to simulate transaction and watchlist

## Professional Experience

### 49th Parallel Coffee Roasters

#### Trade Marketing Manager

Aug 2021 - June 2024

- Design and manage all digital ads, flyers, marketing material for specialty retail
- Lead UX design in migrating wholesale portal from Acumatica to Shopify and maintaining wholesale page
- Lead the design and organization of domestic and international trade show booth marketing material and overall booth execution

#### Co-founder & Operator

Sept 2014 - Mar 2021

#### Daily Press Juicery & Cozy Coffee Co.

Co-founder and operator of Daily Press Juicery - A cold-pressed juice company specializing in health orientated beverages with storefronts located in downtown Toronto. Created extension branches of the business including wholesale, white-labeling, E-commerce, as well as partner stores with multiple locations.

- Design automation oriented and cost efficient production methods for cafe operation
- Designed programs for employees to track inventory of products with sensitive shelf life and sales data
- Created wireframe, design and coded the online shopify webstore for e-commerce sales channel

## Education

### Full Stack Web Development & Software Engineering - General Assembly

Oct 2024 - Dec 2024

- 480+ hour intensive program focusing on full-stack web development and software engineering principles
- Proficient in front-end technologies (HTML, CSS, JavaScript, React) and back-end development (Node.js, Express, PostgreSQL)

• Skilled in creating mobile friendly applications in ReactJS, Node.js & Django frameworks

• Experienced in ecommerce design and deployment. MVC frameworks, data modeling and team collaborations

### User Interface (UI) & User Experience (UX) - BCIT Vancouver

Jan 2021 - Dec 2021

- 400+ hour program that covers 4 UX/UI courses and graphic design elective
- Knowledgeable in information architecture, wireframing, user journey, web flows, usability testing and low and high fidelity prototypes

### Bachelor of Commerce Accounting - University of Toronto

Sept 2011 - Apr 2015

- Attended Rotman Commerce specializing in Public Accounting (Auditing)

## Skills & Tools

**Languages:** Javascript, Python, HTML, CSS

**Libraries & Frameworks:** ReactJS, NodeJS, Django

**Database:** PostgreSQL, MongoDB, Mongoose

**Web Development:** MERN Stack

**Applications:** VS Code, GitHub, Postman, Adobe XD, Adobe Illustrator, Figma

**Skills:** RESTful APIs, Full Stack Development, MVC Architecture, Illustration, Visual Design, Prototyping, User research, Journey Mapping, Usability Testing, Branding, Heuristic Evaluation