

Jihyun Bae

I'm a front-end developer with experience in developing and designing for the web. My key strength lies in working with clear intention and excelling at seeing and tracking small details to ensure a seamless user experience. I feel motivated by turning intangible ideas into real-life outcomes, leveraging my skills and knowledge to bring positive impacts on everyday life. Above all, I value having fun, easily readable code for efficiency and being kind to both myself and others.

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github.com/kiki-tomato

Experience

Freelance Web Developer at **Upwork** May 2024 — Present

- Developer on Upwork specializing in front-end technologies

Assistant Marketing Manager at **Lalasweet** May — Oct 2022

Marketing Assistant July 2021 — April 2022

- Promoted within a ten-month timeframe for outstanding performance
- Optimized paid media campaigns and created ad content for Facebook, Google
- Provided campaign analysis reports and advertising trend research
- Successfully implemented the new type of video ads and sales increased by 360% (CTR increased by 260%)

Marketing Assistant at **Music Flat** Dec 2020 — June 2021

- Developed and executed Email newsletters, showcasing skills in content creation and management
- Conducted A/B testing for Email subject lines, resulting in a remarkable 300% increase in open rates

A&R / Artist Manager at **BGBG Records** Oct 2018 — Dec 2019

- Created promotional content and managed official social media
- Organized a giveaway event to promote the Youtube channel, which resulted in an increase of 500 subscribers

Licenses & certifications

React Basics Dec 2023

Introduction to Front-End Development Nov 2023

Meta (Coursera)

Education

The Complete JavaScript Course Oct 2023

Figma UI UX Design Essentials Aug 2023

Udemy

Bachelor of Arts in Communications Mar 2012 — Feb 2017

Pusan National University

Skills

Programming Languages

JavaScript, HTML, CSS, Sass

Frameworks & Libraries

React, Next.js, Tailwind CSS, Bootstrap

Tools

GitHub, Supabase, Render, Figma

Projects

Conan Gray Unofficial Website (2024)

In honor of Conan Gray's 3rd studio album release, I recreated his website

Sourdough Busan (2024)

Used Naver Map API to get a map and display key bakery locations along with relevant information

jihyun-bae.com (2023)

Personal website built with Bootstrap

Languages

Korean — Native

English — Fluent