

# JANE NOH

## FRONT-END ENGINEER



jane-noh.com



janenoh12



jihyeonoh12



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Software Engineer with 3 years of experience and a strong background in UI/UX design. Skilled in React, Next.js, JavaScript, HTML, SCSS, Tailwind, and PHP, with expertise in creating reusable components and delivering seamless user experiences.

## EXPERIENCE

### ■ SOFTWARE ENGINEER Fresh N' Lean | 2021 - Jul 2024

- Led the rewards and referral projects, overseeing the design and implementation of user-facing features
  - Developed pages and components for the rewards and referral programs to increase customer engagement and retention rate
  - Implemented real-time updates for the rewards program using GraphQL queries and Redux to reduce server load, and provide a more responsive user experience
- Developed and implemented scripts for A/B testing on VWO, including an upsell popup modal, resulting in an increase in average order value
- Built a feature on the plan management page that enables users to filter and select multiple meal plans, enhancing user experience and boosting retention rates
- Developed a function to automate the application of promo codes across product landing pages, significantly cutting down on manual effort and resource allocation
- Led all WordPress development, including incorporating flexible content and ACF features that enhanced site functionality and editability for the marketing team. This enabled team members to build and create pages with minimal development effort, saving manual work for developers and reducing production time
- Styled pages with Tailwind CSS and SCSS to create responsive and visually appealing interfaces, applying my UX expertise to ensure efficient coding practices and meet accessibility standards
- Optimized web pages for maximum speed and scalability by compiling and refactoring CSS and JavaScript
- Reviewed and enhanced page functionality to ensure compliance with accessibility standards
- Identified bugs using Rollbar and fixed bugs through troubleshooting, debugging, and implementing solutions

### ■ UI/UX DESIGNER Fresh N' Lean | 2018 - 2021

- Designed prototypes for an e-commerce home page, cart, and dashboard
- Conducted user interviews to gather feedback on the new dashboard prototype
- Analyzed Google Analytics to research user demographic
- Launched A/B tests to compare the impact of the updated design
- Assisted in the development and styling of web pages using SCSS
- Rebranded corporate identity by recreating the logo and creating a style guide

### ■ GRAPHIC & WEB DESIGNER Royal Imex | 2015 - 2018

## SKILLS

- **Languages & Frameworks:** JavaScript, jQuery, React, Next.js, PHP, TypeScript, Python
- **Web Technologies:** HTML, CSS, SCSS, Tailwind CSS, Bootstrap
- **Tools & Platforms:** Git, Github, VWO, ACF, WordPress, Magento, Jest, Rollbar,
- **Data Management & API Integration:** GraphQL, Redux, Apollo GraphQL, Postman
- **Soft Skills:** Troubleshooting, Debugging, Problem-solving, Team Collaboration,
- **UI/UX tools:** Google Analytic, UserTesting, Adobe XD, Figma

## EDUCATION

- **UNIVERSITY OF IRVINE** Coding bootcamp | Finished : 2020
- **CALIFORNIA INSTITUTE OF THE ARTS (COURSERA)** UI/UX Design | Finished : 2019
- **CALIFORNIA STATE UNIVERSITY LONG BEACH** Bachelor of studio art | Graduated : 2015