





# JANE NOH

## FRONT-END ENGINEER

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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
- Launched A/B tests for an upsell popup modal that increase 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
- Rebuilt WordPress blog and service pages with dynamic components using ACF (Advanced Custom Fields) to streamline the content management process and enhance overall efficiency
- Created a dashboard subscription overview component with Magento Content Block
- Styled pages using Tailwind CSS and SCSS to create responsive, appealing interfaces
- Optimized web pages for maximum speed and scalability by compiling and refactoring CSS and JavaScript
- Reviewed and updated product landing pages and the cart 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