

# Jimmy Tu

FRONTEND DEVELOPER & WEB DESIGNER

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## SKILLS & TECHNOLOGIES

**Languages:** HTML5, CSS3/SASS, Javascript ES5/6, Typescript, Python, PHP, SQL

**Frameworks:** jQuery, React, Vue, Node.js, Express, REST APIs, Bootstrap, Material UI

**Tools:** Git, Jira, Confluence, Postman, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Figma

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## EXPERIENCE

**Frontend Developer**  
**Gap Inc. (Banana Republic, Hill City)**

San Francisco, CA  
July 2019 - July 2023

- Led the development of new site functionalities, including full-width video banners and responsive font scaling to align with the brand's redesign, resulting in improved customer click rates of 5-10%
- Mentored and trained junior developers, interns, and contractors by providing hands-on guidance in areas such as coding best practices, version control, and project management.
- Refactored legacy code in the Japanese market for migration to Salesforce Commerce Cloud, causing site performance to improve by 20% and increased customer conversion 3-5%.
- Implemented numerous A/B tests via Optimizely to generate user metrics and monitor web performance, directly impacting business sales generating \$50M+ in incremental revenue.
- Produced weekly promotional content and monthly site refreshes rendered with React components.
- Maintained brand guidelines while adopting web accessibility standards (WCAG) 2.1 and cross-browser compatibility, ensuring that all content was SEO-ready and following coding best practices.
- Collaborated with production and design teams from initial design to final project delivery, managing multiple tasks simultaneously and meeting established goals and deadlines.
- Translated designers' UI mockups and prototypes into fully functional landing pages and widgets using HTML, CSS, & Javascript, while ensuring responsive design across various screen sizes.

**Curriculum Developer & Co-Instructor**  
**UC Berkeley Extension**

San Francisco, CA  
July 2018 - July 2019

- Instructed both in-person and virtual Zoom classrooms of up to 25 adult students in full-stack web development fundamentals and concepts.
  - Created additional curriculum content while also providing grade assessments, code reviews and constructive feedback on assignments and projects.
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## EDUCATION

**California State University, East Bay**  
Bachelor of Arts, Graphic Design

Hayward, CA  
2012-2016

**UC Berkeley Extension Coding Bootcamp**  
Full Stack Web Development Certificate

San Francisco, CA  
2018