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

EXPERIENCE

Gap Inc. (Banana Republic)
Frontend Developer
San Francisco, CA
June 2020 - June 2023

- Led the development of new functionalities, including full-width video banners and responsive font scaling to align with the brand's redesign, resulting in improved customer conversion rates of 5-10%.

- 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 and browser cookies to generate user metrics and monitor web performance, directly impacting business sales generating $50M+ in incremental revenue.

- Produced weekly promotional content and new page concepts rendered in React using JSON data.

- 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.

Gap Inc. (Hill City)
Web Content Developer
San Francisco, CA
July 2019 - June 2020

- Collaborated with cross-functional teams from initial design to final project delivery, managing multiple tasks simultaneously and meeting established goals and deadlines.

- Translated designers' mockups and prototypes into fully functional landing pages with extreme attention to detail and ensured responsive design across various screen sizes.

UC Berkeley Extension
Curriculum Developer & Co-Instructor
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 assesments, code reviews and constructive feedback on assignments and projects.

EDUCATION

UC Berkeley Extension Coding Bootcamp
Full Stack Web Development Certificate
San Francisco, CA
2018

California State University, East Bay
Bachelor of Arts, Graphic Design
Hayward, CA
2012-2016