

JIMMY TU

FRONTEND DEVELOPER & WEB DESIGNER

San Francisco Bay Area
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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 10-20% 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.
- Coordinated with international business partners (NA, EU, UK, Japan) to publish weekly promotional content and develop new page concepts within the CMS (Amplience and Salesforce Commerce Cloud).
- Maintained brand guidelines while adopting web accessibility standards (WCAG) 2.1 and cross-browser compatibility, ensuring that all content was strongly emphasized for SEO and 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, integrated content from APIs, 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 assessments, code reviews and constructive feedback on assignments and projects.
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EDUCATION

UC Berkeley Extension Coding Bootcamp Full Stack Web Development Certificate

San Francisco, CA
2018

California State University, East Bay Bachelors of Arts, Graphic Design

Hayward, CA
2012-2016