

JIMMY TU

FRONTEND DEVELOPER

Accessibility ALLY Advocate & Cross Functional Collaborator

+15104152887

jimmytutron@gmail.com

San Francisco Bay Area

Jimmytu.com

linkedin // jimmydtu

EXPERIENCE

Gap Inc. (Banana Republic, Hill City)

Frontend Developer

San Francisco, CA July 2019 - June 2023

- Executed weekly promotions and personalized marketing campaigns across US, Canada and international markets with combined average monthly web traffic of 8 million visitors
- Developed new site functionalities and components that directly improved site reliability and performance leading to reduced page load times by 15-20% and improved customer conversion rates 5-10%
- Implemented numerous A/B tests that generated user metrics to monitor business performance and impacted overall sales, resulting in North American market generating \$50M+ incremental revenue
- Collaborated and led cross functional teams on building responsive and interactive landing pages with tight deadlines, delegating tasks and mentoring when applicable
- Maintained web accessibility standards (WCAG) 2.1 and cross browser compatibility, which resulted in the Google lighthouse accessibility score increasing 40%
- Supported the platform migration of Banana Republic Japan to Salesforce Commerce Cloud in 2023 which increased customer conversion in the region 3-5%

UC Berkeley Extension

Curriculum Developer & Co-Instructor

San Francisco, CA July 2018 - June 2019

- Instructed classrooms of 25+ students in web development fundamentals and concepts including HTML/CSS/Javascript/React/Git
- Created additional curriculum content and documentation to supplement new technologies and expanded on in class learnings
- Supported students with projects/assignments and provided constructive feedback

SKILLS & TECHNOLOGIES

// Skills

Web Accessibility, Cross Browser Compatibility, Responsive Design, Web Page Optimization, SEO, RESTful APIs, Cross-team Collaboration, Wireframing, A/B Testing, Optimizely, Data Visualization, Graphic Design, Typography, Copywriting, Adobe Creative Suite (Photoshop, Illustrator, After Effects, XD), Salesforce Commerce Cloud, Atlassian Tools (Jira, Trello, Confluence)

// Technologies

HTML5, CSS3/SASS, Javascript ES5/6, JSON, React, Redux, Typescript, jQuery, Bootstrap, Python, Flask, Node.js, Express, PHP, MySQL, MongoDB, Git

EDUCATION

UC Berkeley Extension Coding Bootcamp

Full Stack Web Development Certificate

California State University, East Bay

Graphic Design B.A.