Jessica White

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Skills

React, Redux, JavaScript, Ruby, Ruby on Rails, D3, SQL, postgreSQL, AWS S3, HTML5, CSS3, Heroku, Git, Webpack, Photoshop

Projects

Spirited   live site | github

React, Redux, JavaScript, Ruby on Rails, HTML5 , CSS3, Webpack, AWS S3, postgreSQL, Heroku
Lets users review their favorite Scotch whiskies, read other users' tasting notes, add bottles to the inventory, and search the database to discover new spirits

- Developed reusable React components to create a scalable single-page app with a unified aesthetic, including bottle previews and star ratings that reflect average user ratings in real time
- Harnessed Redux single-state management to streamline communication with React components and implement full CRUD functionality, letting users update their bottles and reviews seamlessly
- Optimized database requests using jBuilder API endpoints and strong Rails associations to eliminate potential n+1 queries, maximizing website performance and efficiency

Lexi: Visual Thesaurus   live site | github

JavaScript, D3, HTML5, CSS3, Webpack
Enables users to trace a clear visual path from a root word through a growing network of synonyms

- Integrated a remote API and parsed incoming data so that synonyms will always populate within the scope of the selected word's part of speech
- Visualized data using the D3 library for DOM manipulation, resulting in an intuitive user experience with a clean, minimalist design
- Incorporated a modal that detects screen size on loading to prevent access on mobile devices

Experience

Assistant Marketing Manager | Nov 2017 – May 2019
Marketing Coordinator | Jan 2017 - Oct 2017
Marketing Assistant | Feb 2015 - Dec 2016
Penguin Random House

- Produced sitemaps and wireframes for new and legacy brand sites, worked with web developers to ensure production specs were met, and grew site traffic by up to 200% within a month of launch
- Spearheaded innovative, multi-pronged marketing campaigns for over a dozen *New York Times* bestselling authors, including Daniel Pink, David Epstein, Steven Johnson, and Deborah Harkness
- Lead marketer for 40+ projects annually across 4 cross-functional teams, responsible for communicating pitches, post-mortems, case studies, and trainings to stakeholders
- Leveraged data analysis and iterative testing to increase organic social engagement by 22%+ year over year and paid social engagement by 4-15% depending on platform

Education

App Academy | Summer 2019 | New York, NY
Rigorous, 1000-hour full-stack software development course with < 3% applicant acceptance rate

University of Colorado | Spring 2010 | Boulder, CO
B.A. in International Affairs and Psychology, *magna cum laude*