JESSICA WOLFF - FE DEVELOPER & DESIGNER

Duluth, MN • +1-952-693-8599 • jleahwolff@gmail.com
• https://www.linkedin.com/in/jwolff2/

SKILLS

HTML, CSS, JavaScript, React, Figma, SaSS, Lottie, Adobe Suite

EXPERIENCE

Front-end Developer & Designer, **The Cultural North**, Remote   November 2020 – March 2021
- Built wireframe prototypes that helped improve development output time, increasing the number of clients we could take on to our workflow by 20%
- Redesigned and developed outdated and heavy Wordpress sites with modern and responsive web views, resulting in an average 3x conversion rate for our customers.
- Improved site performance by migrating to a light-weight headless CMS, managed all cross-browser and multi-platform compatibility, and reduced bundle and asset-size leading to an average reduced bounce rate of 25%
- Crafted designs for different web apps to enhance user experience, leading to higher profitability for our clients and an increase in client referrals, generating $30,000 in additional revenue
- Designed using Figma, Adobe Illustrator, Adobe Photoshop
- Developed using HTML, CSS, JS, React, and third-party headless CMS

UX Engineer, **Illustrated JavaScript**, Remote   June 2020 – November 2020
- Led user experience research and product strategy by conducting user interviews, gathering user feedback and creating user stories, leading to a deeper understanding of the business domain and customer needs
- Guided the team through a product pivot in content curation by wireframing future iterations to improve features based on user feedback
- Modernized branding, redesigned landing page and developed a new marketing site
- Created mockup prototypes and reusable UI components
- Engineered custom Lottie animations, short animated videos and illustrations to enhance course curriculum
- Designed using Figma, Adobe Illustrator and Adobe After Effects, BodyMovin and LottieFiles
- Developed using HTML, CSS, SASS, JS, React

Lambda, Remote   February 2020 - November 2020
Lambda Labs - Student Developer & Designer
- Led design and front-end development team to create a custom social media manager capable of organizing and scheduling tweets while simultaneously managing engagement statistics to improve Lambda's social engagement on Twitter
- Worked with the back-end team to strategically display drafts, scheduled posts and directly post tweets to any account in real time, utilizing Twitter's API
- Designed using Figma, Adobe Illustrator, Adobe Photoshop
- Developed using HTML5, CSS, JavaScript, React and SaSS
Team Lead
- Prepared code reviews and offered actionable feedback to developers increasing code quality by 30%
- Directed a team of 10 front-end developers to meet project deliverables while adhering to the client and project specifications

EDUCATION

Lambda School, Remote   October 2019 - July 2020
Front End Web Development
University of Colorado, Colorado Springs, Colorado Springs, CO   September 2014 - May 2016
Bachelors in Management and Marketing