Jesse Irwin
Web Developer, Interaction Designer

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SUMMARY

- 3 years experience in web development, web design, and web application development.
- Seeking a front-end or full stack developer position.

PROFESSIONAL EXPERIENCE

Junior Developer
Barefoot Creative, Kitchener, ON   Feb. 2023 - Present

- Developed and maintained client websites: set up staging sites, implemented UI design, created custom plugins, and more.
- Designed and developed a browser-based admin console for creating and editing structured message flows used by a separate messaging platform.
- Improved CAPTCHA reliability in CMS for our clients' websites by changing when and how CAPTCHA validation was evaluated.
- Designed marketing landing pages and set up tracking systems that help our team understand user behaviour and the effect of ad campaigns with Google Analytics, Tag Manager, and Looker Studio.
- Applied website-ranking best practices for traditional and AI search, optimizing page structure, implementing schema, and performing technical audits.

UX Researcher
Barefoot Creative, Kitchener, ON (Contract)   Sep. 2022 - Feb. 2023

- Wrote user-focused documentation using JBTD framework to build a CRM knowledge base.
- Conducted competitive research and interviews to inform CRM redesign decisions.

Adjunct English Instructor
Northwest Arkansas Community College, Bentonville, AR   April 2019 - May 2022

- Simplified difficult writing concepts by integrating backward design and Fink's Significant Learning Outcomes into lesson plans, activities, and syllabi.

EDUCATION

Graduate Certificate in Interaction Design
Conestoga College, Kitchener, ON, High Distinction, GPA 3.9   2022

MFA in Creative Writing: Literary Translation
University of Arkansas, Fayetteville, AR, GPA 3.895   2017

BSE in Secondary English Education
John Brown University, Siloam Springs, AR, Cum laude, GPA 3.661   2013

Diploma of Vocational Higher Education in Piano
The Academic Music College of Moscow State Conservatory   2010

SKILLS

Knowledge	Object-Oriented Programming, Front-End Development, Back-End Development, Git, Lean UX, UX Research, UI Design, SEO, Structured Data/Schema
Tools	Bash, Vim, Cursor, Photoshop, Figma, WordPress, Bootstrap, Google Analytics 4, Google Tag Manager, Looker Studio, Notion
Languages	JavaScript, jQuery, PHP, HTML, CSS, Less, JSON-LD