

Jessica K. Yang

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APPLICATIONS DEVELOPED

KronoStory - [Live](#) | [GitHub](#)

- A community platform that allows users to share and discover passion projects
- Led front-end development using **React** and **Axios/JSON** to create a dynamic UI/UX that populates and routes data across the app
- Applied custom **CSS3** for styling and **Bootstrap 4** for a responsive layout
- Programmed using **PHP** and a **MySQL** database to upload user-generated images and serve content hosted on an **AWS EC2** server
- Conducted workflow using **Agile** methodology, managed task boards with **Meistertask**, and utilized **Git/GitHub** version control

Dozen's Bakery - [Live](#) | [GitHub](#)

- A full stack React and Node shopping cart app
- Constructed all components using **React** and **HTML5/CSS3** with **Bootstrap 4** for responsive, clean, and fluid user interface
- Developed backend with **Node** and a **MySQL** database that dynamically returns product and order data to the client via **Fetch API/JSON**

Dynamic Duo - [Live](#) | [GitHub](#)

- An 18-card memory match game with *Calvin & Hobbes* theme
- Designed with pure **HTML5/CSS3** for structure, styling, and responsive layout
- Utilized **JavaScript** and **jQuery** for DOM creation, to calculate statistics, and to enable card-revealing functionality

WORK EXPERIENCE

Spectrum Brands HHI, Lake Forest, CA

Digital Marketing Specialist, March 2018-March 2019

- Supported the PfisterFaucets.com website redesign via digital asset preparation and product data audits, user acceptance testing, and SEO
- Applied **HTML5/CSS3** to assemble landing pages in Sitefinity CMS per brand manager's requirements
- Transformed email marketing via migration to MailChimp, including a customized 4-week re-confirmation campaign to reach GDPR compliance
- Reported on key metrics for email campaigns and on MoM/YoY trends in site traffic from Google Analytics

Digital Marketing Coordinator, Nov 2015-March 2018

- Leveraged Adobe Photoshop and Excel skills to launch best-in-class product detail pages by preparing images, technical documents, and product data for Episerver database CRUD operations
- Collaborated with web developers to resolve display issues and implement functionality enhancements

EDUCATION

Northwestern University | B.A. in Communication Studies and Psychology

LearningFuze | Accelerated Web Development Program | 800+ hours

TECHNICAL SKILLS

Strong

JavaScript: ES5/ES6
React/Redux
jQuery/AJAX
APIs/JSON
Axios/Fetch
HTML5/CSS3
Flexbox
Bootstrap 3/4
OOP
Agile
Terminal
Sitefinity CMS
Episerver
Google Analytics
SEO

Experienced

Node
PHP
MySQL
Express
Docker
Webpack

Tools

Git/GitHub
Figma
Meistertask
Postman
Chrome Dev Tools
Amazon Web Services
JIRA
Adobe Photoshop
MailChimp

HOBBIES

Arts and crafts
Hand-lettering
Hip-hop/urban dance
Board games