

# 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.js** and **Axios/JSON** to create a dynamic UI/UX that populates project data in various pages of the app
- Employed custom **HTML5/CSS3** for styling and **Bootstrap 4** for a responsive layout
- Programmed using **PHP** and a **MySQL** database to upload user-generated images and serve project data hosted on an **AWS**
- Conducted workflow using **Agile** methodology and **Git/Github** version control

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

- A full stack LAMP & React.js shopping cart app
- Constructed all components using **React.js** and **HTML5/CSS3** with **Bootstrap 4** for responsive and fluid user interface
- Developed backend with **PHP** and a **MySQL** database that dynamically returns product data to the front end via **Fetch API/JSON**

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

- A memory match card game with Calvin & Hobbes theme
- Applied 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
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## WORK EXPERIENCE

Spectrum Brands HHI, Lake Forest, CA

Supporting Pfister Faucets, Kwikset, Baldwin, and National Hardware

*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.js  
jQuery/AJAX  
APIs/JSON  
Axios/Fetch  
HTML5/CSS3  
Flexbox  
Bootstrap 3/4  
OOP  
Agile  
Terminal  
Sitefinity CMS  
Episerver  
Google Analytics  
SEO

### Experienced

PHP  
MySQL  
Node.js  
Express.js  
Docker  
Webpack

### Tools

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

## HOBBIES

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