KORINNA ASSING

FULL-STACK WEB DEVELOPER & UX/UI DESIGNER

📱 908-590-1786 ✉ kaassing@gmail.com in LinkedIn.com/in/korinnaassing ⬡ rebrand.ly/KAPortfolio

PROFESSIONAL SUMMARY

Certified Full-Stack Developer and UX/UI Designer with expertise in designing, programming, debugging and maintaining functional, responsive web applications that enhance user experience and meet business objectives. A multilingual and multifaceted developer who has experience with Agile methodologies, Adobe Photoshop, Wireframing, Prototyping, Usability Studies, HTML, CSS, Bootstrap, Python, and other various programming languages and methods.

CORE COMPETENCIES

HTML	JavaScript	Bootstrap		Python	React.JS
CSS	jQuery	Node.JS		Git	Jira

FULL-STACK DEVELOPER AND UX/UI DESIGNER SKILLS

Overview of skills obtained throughout a 6+ year career with Out-of-home Advertising Company, University, and Nonprofits:

UX/UI Design

Performed a case study for a financial literacy app that targets young adults with a mobile-first approach by conducting user research to define users' needs and ideate efficient designs to prototype and test web and mobile applications

- o **Process:** User Research, User Flow, Journeys, Personas, Prototyping, UsabilityTesting
- o **Tech & Tools:** Wireframing with Figma, Adobe XD

Front-End Development

Designed and programmed a movie companion application that allows users to save their favorite or must-watch movies for future viewing

- o **Key Skills:** HTML, CSS, JavaScript, Bulma, Third-party APIs
- o **Tech & Tools:** Wireframing with Figma, Slack, Visual Studio Code, Git, Github,

PROFESSIONAL & VOLUNTEER EXPERIENCE

Senior Air Partnership Associate/Program Manager　　　　　　　　　　Nov. 2021 - Present
Intersection Co.　　　　　　　　　　　　　　　　　　　　　　　　　　New York, NY

Cultivate cohesive relationships between four major air partners and internal cross-functional teams by spearheading projects through a combination of agile and waterfall methodologies. Engineer transformative processes and innovative solutions across the market by introducing and enhancing operational tools and applications to streamline business operations

Lead Sales Coordinator *(Promoted twice from Sales Coordinator)*　　　　Dec. *2017 - Oct. 2021*
Intersection Co.　　　　　　　　　　　　　　　　　　　　　　　　　Philadelphia, PA

Optimized processes and operational tools to align a sales team and cross-functional departments, reducing turnaround time on requests by 10%. Collaborated with Account Executive to gather customer research data and KPIs, securing a five-year NRG Naming Rights Deal for over $5M, producing over 200 million impressions per year.

AMERICORPS Sustainability Project Coordinator　　　　　　　　　　　Jun. *2017 - Nov. 2017*
Sustainability Department, City of Newark　　　　　　　　　　　　　　Newark, NJ

Designed educational and marketing materials for community programs and the city's official website in partnership with the Communications and Media team to increase web traffic by 5% and resident attendance to programs by 25%

EDUCATION & CERTIFICATIONS

Full-Stack Coding Boot Camp Certificate, Rutgers University - New Brunswick, NJ
B.S. Communication, Rutgers University - New Brunswick, NJ
Adobe Photoshop Certificate in CS6 & CS5
Google UX Design Certificate
Certified Associate in Project Management (CAPM)®