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As a child, growing up in a strict home limited my imagination outdoors. Instead, however, I developed a fascination for technology early on. By age 12, I was exploring tutorials online learning HTML, CSS and graphic design. Over time, designing and coding became more than a hobby but a motivation for creativity and problem solving. As a result, its infinite possibilities empower me. I am passionate about software development because piecing together intricate elements from start to finish is an addictive process. I deeply respect technology because it challenges my cognitive skills & creative ability.

- |                         |                                    |                     |             |
|-------------------------|------------------------------------|---------------------|-------------|
| • Ember.js              | • JavaScript, jQuery               | • WordPress         | • MySQL     |
| • HTML5, CSS3, SASS     | • Adobe CS: Photoshop, Illustrator | • MS Word, MS Excel | • MVC       |
| • ScrumMaster Certified | • SEO                              | • C#, Angular       | • MailChimp |

## RELEVANT EXPERIENCE

### Developer, Front-end UI/UX

Educational  
Measures  
May 2015 - current

- Perform front-end web application design and development work utilizing prototyping tools, HTML5, CSS, jQuery, JavaScript, SASS, Ember.js and AngularJS
- Develop new admin and client-facing features
- Work with company staff to plan code enhancements, changes and bug fixes
- Create logos, design custom login pages and responsive newsletter templates on MailChimp

### SEO ANALYST

Colorado SEO Pros  
8 month contractor  
2014

- Utilized SEM Rush and Link Research Tools to perform in-depth competitor analysis in order to build quality external links
- Organized targeted keyword lists to increase on-page optimization resulting in steady growth of rankings including Page 4 to Page 2
- Monitored 4 key client websites by utilizing Google Webmaster Tools and Google Analytics to measure SEO campaigns with upwards of 100,000 monthly page views
- Resolved technical issues related to client websites including missing site maps, 404 errors and broken links
- Analyzed webpage architecture and accessed keyword performance on Rank Ranger to formulate effective strategy for web page optimization and higher PageRank
- Implemented external & internal link building campaigns to achieve higher search engine rankings

### WEBMASTER + EDITORIAL DESIGNER

UC San Diego  
Student Organizations  
Union of Vietnamese  
Student Association +  
Isa Magazine  
2009 - 2012

- Coded & designed VSA staff website to organize meeting minutes, events and deliver financial paperwork
- Created multiple graphic design including promotional VSA event fliers, t-shirt designs, pamphlets and yearbooks
- Designed editorial layouts for Isa magazine, an on-campus publication that prints over 2,000 copies: <http://issuu.com/isa-magazine>
- Produced editorial designs for Non Song, a yearly publication that reaches out to 30,000 attendees

### SOCIAL MEDIA + EVENTS

Wedding Elegance  
San Diego  
Internship  
Summer 2012

- Increased online visibility by researching wedding trends and writing SEO-oriented blogs on WordPress: [www.weddingelegancesd.com/blog/](http://www.weddingelegancesd.com/blog/)
- Utilized Constant Contact to build brand awareness by delivering 500 monthly e-mail blasts to subscribers
- Grew social media presence by constant updates to Pinterest & Facebook
- Utilized Adobe Photoshop to edit wedding photography to be published on company website
- Prepared detailed timeline and proposals for weddings upwards of 300 guests while communicating with vendors

## EDUCATION

### SOFTWARE DEVELOPMENT

SeedPaths  
Winter 2015

Completed intensive professional and software development boot camp focused on teaching object-oriented programming, and fundamental skills in software and web development.  
- Visual Studio, C#, JavaScript, jQuery, MySQL, PHP, HTML5, CSS3, MVC, AngularJS

### VISUAL ARTS – MEDIA CONCENTRATION

University of California,  
San Diego  
2008 – 2012

Completed general education requirements while working towards a degree in Visual Arts with a concentration in Media.  
Completed 182 units, including 24 upper division units in Visual Arts courses