

LENA KROEKER

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PROFESSIONAL SUMMARY

Dedicated professional with 4 years of web development expertise, complemented by 2 years in UX design and a year in project leadership. Proficient in effective communication, team facilitation, and creative insight, with a track record of maintaining a positive attitude in collaborative environments.

EXPERIENCE

UX Design / Development / Project Management, Matchbox Energy - 2023-2024

- Orchestrated licensing negotiations with the second-largest US design firm, transforming a zero-revenue company into a revenue-generating entity.
- Enhanced software team cohesion, streamlining development processes and ensuring timely project delivery.
- Developed a compelling brand identity, executed impactful UX writing and design, and led the successful implementation of a React-based website, elevating the company's online presence.

Web Consultant, Wine & Peace - 2023

- Provided strategic guidance on migrating an ecommerce platform, conducting a detailed analysis for transitioning from WooCommerce to Shopify.
- Conducted a comprehensive evaluation, delivering actionable recommendations for a seamless transition, improved functionality, and potential business growth.

UX Design / Web Development / Project Management, Grey Room Shop - 2022-2023

- Transformed a Depop reseller account into a thriving curated ecommerce brand, achieving an 80% reduction in the cost of online sales and a notable 50% increase in monthly sales through strategic initiatives.
- Crafted a compelling visual brand identity and executed impactful UX design, contributing to the brand's market appeal and enhanced customer experience.
- Successfully spearheaded the development of a custom Shopify site utilizing Liquid, optimizing the front end for seamless transactions and improved user engagement.

Web Developer, Hawke Media / Seriously Creative - 2021-2022

- Spearheaded site creation for high-profile marketing clients, demonstrating strong project management skills.
- Led the migration and redesign of Sparrows Lockpicks' website from WooCommerce to Shopify, ensuring seamless execution.
- Oversaw the entire process, ensuring client satisfaction and maintaining strong relationships.

Front End Developer, Lole - 2021

- Developed a dynamic careers page, sweepstakes page, and revamped Product Display Page (PDP) for an international fashion brand, enhancing online user experience.
- Led the creation of a streamlined, reusable static-page system using Storyblok and Vue.js / Tailwind.
- Directed the optimization of Listrak newsletter subscription flows, ensuring efficient communication and increased user engagement.

EDUCATION

UX Design - ECD February 2024 Google Careers Certificate

Full-Stack Web Development Diploma - 2020 Concordia University

Music - 2011 Dalhousie University

SKILLS

Javascript (React, Redux, Node, Vue, Nuxt), Typescript, REST APIs, Tailwind, Shopify (Liquid), HTML/CSS, Figma, Web Accessibility Compliance, A/B Testing, UX Design/Writing, Agile Methodology, Adobe XD, Version Control (GIT), Project Management