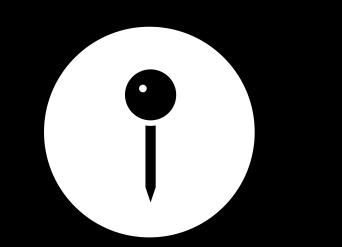
TERI LONDON

UI Engineer

CONTACT



San Francisco, CA



teri@terilondon.me



Linkedln: /terilondon



http://terilondon.me

SKILLS

Content Strategy

Heuristic Evaluation

Human-Computer Interaction

Information Architecture

Product Management

Rapid Prototyping

SEO

Storytelling

User Experience

User Interface Design

Visual Communication

Web Development

Wireframing

Writing/Copywriting

LANGUAGES

HTML / CSS

JavaScript/jQuery

Mongoose / MongoDB

Node.is / Express

Python / Django

React.is

TOOLS

Google Analytics

Google Slides

InVision

Sketch App

Trello

Wordpress

EXPERIENCE

PocketMade

July 2018 - July 2019

Front End Developer

Primary Client: Marriott Vacation Club - https://marriottvacationclub.com, coding in HTML, CSS and PHP/XML.

Built out a mini-site for 4 resorts, using Bootstrap to accommodate a desktop and mobile friendly responsive design, within a 1 week timeframe.

Migrated a marketing site comprising of 900 pages to a custom CMS to allow code-free update of text copy and images.

Social Graces

Dec 2011 – Dec 2017

Founder and CEO

Ran a digital marketing agency specializing in social media, web development, branding, PPC, SEO and email marketing services. Oversaw all daily company operations to provide clients with the

most comprehensive campaign strategies available.

Provided hands on project management when coordinating and delegating appropriate tasks among team members.

Developed new methodologies and strategies based on extensive research and development in the field.

Freelance

Nov 2009 - Present

Digital Technology Professional

Developed comprehensive content strategies and client branding

 across various industries including entertainment, ecommerce, restaurants & retail.

Built entire client online presence, including designing and

 developing websites both from scratch and utilizing Content Management Systems.

Constructed extensive blueprints to achieve business goals, increase

brand awareness and drive traffic employing digital strategies, social engagement and community management.

Provided full UX analysis of client's digital presence, contributing critical feedback.

Advised digital strategy based on industry best practices, UX breakdowns and analytics reports.

Managed corporate outreach programs via applicable platforms.

Melodramatic.com

Jun 2004 - Jun 2014

Chief Operating Officer

Maintained daily website operations for an early social network, an underground blogging community.

• Developed and tested new features based on user feedback.

Produced and executed content strategies for web and marketing.

• Conceived, coordinated and advertised all offline events.

PROJECTS

Bootcamp Game

June 2018

Designer Developer

Created full stack text-based adventure game built in Python, Django, AJAX and jQuery stack.

Responsible for all design assets and user flow, assisted in CSS and built back end database.

UXI

Jan - Feb 2018

bud.com

UX Design Consultant

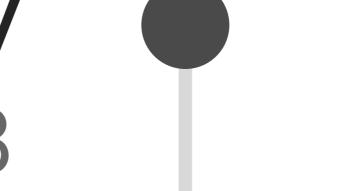
Segmented target user types based on insights from in-person interview sessions and qualitative survey data.

Provided actionable interface recommendations established through contextual inquiry findings, best practices, and heuristic analysis.

• Delivered content strategy recommendations implemented on bud.com's responsive website.

EDUCATION

General Assembly Apr 2018 - July 2018



Web Development Immersive (Full Stack)

Nov 2017 - Feb 2018

User Experience Design Immersive