TERI LONDON

UI Engineer

CONTACT

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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.js / Express
Python / Django
React.js

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.

bud.com
Jan - Feb 2018

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