

# Malcolm Berry

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## WORK EXPERIENCE

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### Lokion Interactive

July 2022 – Dec 2023

*Software Developer*

*Remote*

- Development of <https://pro.frontdoor.com/> using React, Next.js, Node.js, GCP and TypeScript, optimizing client account management and appointment scheduling. Achieved a 23% increase in online leads and a 13% improvement in page load time.
- Built a franchise management supply ordering system via an eCommerce platform, utilizing HTML twig templating, SASS, PHP, Symphony and Docker. Successfully delivering the MVP 25% ahead of schedule within a 3-month time frame.
- Revamped a client's website and ad management framework, focusing on database and SEO and enhancements. Collaborated with the CRM administrator with Salesforce and internal SQL databases, addressing technical challenges related to false leads and tracking discrepancies with comprehensive user training.
- Applied UX research and UI design skills to improve a client's HubSpot website, resulting in a 6% increase in traffic. Surpassing client expectations by completing the project two months ahead of schedule.
- Collaborated in the implementation of a Jihia (a Java based CMS) application, enhancing both account security and user-friendliness for a large-scale enterprise client's employees.
- Lead an initiative to enhance the online presence of a local hospital by revamping their internal search tool and implementing various improvements, resulting in a 11% increase in online visitor satisfaction.

### Rice University

May 2021 – July 2022

*Frontend Web Developer*

*Houston, TX*

- Developed and maintained over 20+ sites under the university's domain using Drupal, including a [faculty search](#) application.
- Enacted SEO strategies to improve the university's presence in the search landscape, leading to a 14% increase in average organic monthly site visits to their primary sites (Rice News, Admissions, and the MBA program).
- Assisted with the migration of Wordpress sites to Drupal, managing and directing junior devs and interns.

### TopSpot Internet Marketing

April 2019 – April 2021

*Web Developer*

*Houston, TX*

- Managed websites as the team's CMS specialist, proficient in a variety of platforms including MODX, Shopify, Wix, Wordpress, Magento 2, Squarespace, and Drupal. Additionally, assessed project timelines and complexity of development for budgeting purposes.
- Worked in tandem with SEO and Pay-Per-Click experts to enhance website traffic and boost conversion rates, leading to an average increase of over 120% in conversion rates for new clients.

## EDUCATION

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### University of Texas at Austin

August, 2018

*Economics BA*

*Austin, TX*

## WORK ELIGIBILITY, SKILLS & INTERESTS

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- **Work Eligibility:** US Citizen; Eligible to work in the US with no restrictions
- **Skills:** JavaScript; TypeScript; React; Node.js; Python; Excel; R; SQL/noSQL databases; Adobe Creative Cloud; Figma; Git; UI/UX Design & Research; Tailwind CSS; Bootstrap; HTML/CSS/SASS; Problem-Solving
- **Interests:** marathon running; language learning; yoga; fishing; reading; lego building