

# Oliver Lai

404-435-9999 | oliver.w.lai@gmail.com

## EDUCATION

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### DigitalCrafts

16 Week Immersive Bootcamp – Fullstack Web and iOS App Development

Atlanta, GA  
Oct 2015 – expected Feb 2016

### Emory University

Bachelor of Arts in Sociology and Minor in Economics

Atlanta, GA  
May 2014

- Major GPA: 3.7; Cumulative GPA: 3.4

### Santa Monica College

Pre-Business

Santa Monica, CA  
May 2012

- Cumulative GPA: 4.0

## WORK EXPERIENCE

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### DigitalCrafts

Full Stack Web and iOS App Developer

Atlanta, GA  
Oct 2015 – Present

- GitHub Profile: <https://github.com/oliverlai55>
- In progress of completing 714+ hours of intensive training learning full-stack web and iOS development
- Completed 10 projects leveraging front-end and back-end development skills as well as 2 iOS mobile applications

#### Selected Projects:

- Blackjack Game (<http://oliverlai.com/BlackJack-2016/>)
  - Utilized HTML, CSS, JavaScript, jQuery to create blackjack game with logic to determine the winners & busts
  - Effectively recreating a function that shuffles the deck by manipulating arrays
  - Integrated for-loops and if/else statements to determine player's and dealer's total points per deal
- E-commerce Site - DC Coffee Roasters (<https://dc-coffee-site.herokuapp.com/>)
  - E-commerce site built with Node.js, Express, MongoDB, Bootstrap, Sass with login, registration, & payment integration leveraging Stripe and Passport authentication
  - Maximized navigational efficiency by integrating Node.js to handle GET and POST requests
- Personal Interactive Portfolio (<http://oliverlai.com/>)
  - Built personal interactive portfolio utilizing HTML, CSS, JavaScript, jQuery, Bootstrap, and PHP
  - Incorporated mouse hover animation with JavaScript and jQuery
  - Applied user experience knowledge by creating a clean and minimalistic personal portfolio page

### 360i LLC

Junior Associate, Optimization Practice

Atlanta, GA  
Dec 2014 – June 2015

- Managed landing page optimization for Verizon, Equifax, and a NYSE-listed specialty jewelry company
- Quantitative Data Analysis and Web Page Optimization:
  - Provided weekly, bi-weekly, and quarterly client consultation of quantitative analysis on landing page traffic, sales percentage, conversion rates and additional factors contributing to exceptional web page optimization
  - Generated a 56% increase in sales and 55% increase in conversion rate for Equifax through utilization of dynamic landing page strategy that maximized web page efficiency
  - Achieved a 335% conversion rate increase within 1 month and an overall 183% conversion rate increase in 2 product cycles by advising Verizon on removing detrimental language and layouts on its web pages
  - Informed Verizon of web page navigation irregularities by analyzing pixel tracking and heat mapping metrics
  - Attained 27,000 visitors in 10 days by supporting web page design of client's 3 Mother's Day promotion sites
- Testing, Forecasting, and Quality Assurance:
  - Advised Equifax on traffic, navigation, test cycle, and cost forecasting for test plans
  - Saved Equifax a 68% sales loss by gauging dynamic landing page tests on marketing analytics platforms
  - Managed 10 Verizon B2B services in 6 product release cycles by liaising between client and creative team, ensuring each product page operated smoothly and reached the accurate target segmentation
  - Increased Verizon's reporting efficiency by redesigning the format of web page statistical analysis

## SPECIALIZED SKILLS

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**Languages:** Fluent in written and spoken Mandarin Chinese and Taiwanese

**Software Experience:** Adobe Test and Target, Google Analytics, Omniture SiteCatalyst, CrazyEgg