

# SARA JULIA DUTU

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## EXPERIENCE

**AUGUST 2022 – PRESENT**

FREELANCE – UX WEB DESIGNER/WEB DEVELOPER, **FIVERR**

- Create content and design products that cater to consumers needs based on real-time trends and concerns.
- Responsible for designing and developing different company's content such as La Colada Coffee, Swim'in G, Flamingo Tours and Travel.
- Utilize multiple platforms such as Semrush, Google Trends, Moz, and Hootsuite.
- Update and redesign Wix and Shopify ecommerce websites.

**JANUARY 2019 – 2023**

WEB DEVELOPER/BRAND STRATEGIST, **SAVI H2O, LLC**

- Create website for start-up company.
- Address client's concerns and provide follow up to ensure all of their needs are met.
- Enhance SEO optimization.
- Evaluate company products and compare them against industry trends.
- Ensure responsiveness is up to date on all screen sizes.

**JANUARY 2017 – OCTOBER 2021**

SMSU/BRAND MANAGER/WINGS TEAM LEADER, **RED BULL NORTH AMERICA**

- Establish and maintain strong networks with opinion leaders and local key accounts.
- Provide key business insights that drive decision making based on trends.
- Train new team members on and off the field.
- Conduct competitive analysis to identify new opportunities and gaps in our 'occasions'.
- Assist regional manager with coordinating and organizing layout of schedule for daily occasions and collaborations with other markets.
- Report and analyze consumer insights in real time to support local consumer understanding.

## EDUCATION

**JULY 2023**

**UX DESIGN, GOOGLE**

- Learn and master empathizing with users, define pain points, ideate solutions, create wireframes and prototypes, test and iterate on designs.
- Apply foundational UX concepts, like user-centered design, accessibility, and equity-focused design.
- Understand the basics of UX research, like planning research studies, conducting interviews and usability studies, and synthesizing research results

**FEBRUARY 2023**

**CERTIFIED FRONTEND DEVELOPER, MIMO DEV**

- 8-month extensive bootcamp.
- Developed projects using HTML, CSS, JavaScript, and React.
- Learned alongside a team of 15 people and completed projects with this group.

**DECEMBER 2020**

**B.S. EXERCISE SCIENCES, FLORIDA ATLANTIC UNIVERSITY**

## SKILLS

- HTML
- CSS
- JavaScript
- React
- Sales
- Marketing
- Optimization
- Product Development

## LEADERSHIP

**May 2021 - June 2022**

**FAU TECH RUNWAY**

I was selected as a finalist for Florida Atlantic University's mentorship program, where I actively participated in a year-long collaboration with other small businesses under SaVi H2O, LLC. Throughout the program, I engaged in mutual learning and teaching, focusing on business model development, research, and analysis. Staying abreast of industry trends, I also played a key role in guiding and conducting interviews with both specific clients and the general public.

**January 2019 - August 2021**


**RED BULL NORTH AMERICA TEAM CAPTAIN**

As team captain, I dedicated extra time to support the regional manager, taking on a leadership role for several months while they transitioned to a new position. During this period, I ensured the team's stability and productivity by managing training, scheduling, employee requests, and work hours. I maintained open communication with other markets to keep our team aligned and on track. Additionally, I played a vital role in helping the new manager settle into their position, ensuring a smooth transition and a cohesive team environment. My commitment to the team's success and my ability to adapt during changes were essential in achieving our goals.



## PROJECTS

### [GITHUB](#)



#### UNILIFE, **REACT**

I crafted an intuitive interface to facilitate users in choosing from a range of home options tailored to their city and preferences. Additionally, I developed essential components, including filtering capabilities, and seamlessly integrated them with an API database. My focus on regular updates and thorough debugging ensured the interface's smooth and efficient functioning.

#### CINETRAIL, **REACT**

I wrote code that enabled list rendering and facilitated data and form inputs. Additionally, I implemented React Router to support both browser and hash-based routing within the application.