

SARA JULIA DUTU

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EXPERIENCE

AUGUST 2022 – PRESENT

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

- Create content and design websites that cater to consumer's 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, Polarpit.
- Utilize multiple platforms such as Semrush, Google Trends, Moz, and Hootsuite.
- Update and redesign Wix and Shopify ecommerce websites.

JANUARY 2020 – 2023

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

- Create website for start-up company.
- Ensure responsiveness is up to date on all screen sizes.
- Enhance SEO optimization.
- Address client's concerns and provide follow up to ensure all of their needs are met.
- Communicate with vendors, distributors, and media outlets.
- Evaluate company products and compare them against industry trends.
- Measuring and reporting on brand performance and customer feedback

JANUARY 2017 – OCTOBER 2021

WINGS TEAM LEADER /BRAND MANAGER, **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. KINESIOLOGY, 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. My commitment to the team's success and my ability to adapt during changes were essential in achieving our goals and allowed me to transition into a role in management.

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.