

## Skills

### Languages & Frameworks

- Ruby
- Rails/Sinatra
- JavaScript
- jQuery/Underscore.js
- HTML5/Haml
- CSS/Sass

### Software

*Competent in:*

- Illustrator
- Photoshop
- InDesign
- Keynote
- Radian6 (analytics)

## Education

### University College London London, UK. 2010 - 2011

- MSc., *Digital Anthropology*  
(*Graduated with Distinction*)
- Examined the impact of digital technology in the contemporary world.

### University of California, Berkeley Berkeley, CA. 2006 - 2008

- B.A., Socio-Cultural Anthropology  
(*Graduated with High Honors, GPA: 3.9*)

## Experience

### Freelance Front-end Web Developer, Momentage San Francisco, CA. Oct 2013 - Nov 2013

- Played central role in design and development of the Momentage website, built with Ruby/Sinatra, Haml, Sass and HTML5.
- Made website responsive across multiple devices and screen sizes.
- Redesigned Moments view page (a page with images, photos and videos), to improve UX/UI, removing hundreds of lines of code in the process.

### Student, General Assembly Web Development Immersive San Francisco, CA. Jun 2013 - Sept 2013

- Completed a three month full-time immersive web development course, gaining proficiency in Ruby/Rails, HTML, CSS/Sass and JavaScript/jQuery.

#### *Relevant Projects:*

- *Global Grooves Project* (in progress): Use SoundCloud API and Leaflet Maps to plot SoundCloud tracks on a map according to uploader's geolocation; designed flat audio widget to play them.
- *Tailor*: Worked with Yelp and Zappo's APIs to build a clothing recommendation engine, which suggested specific Zappo's items for nightlife venues in San Francisco.
- *Locale*: Used FourSquare, Twitter and Instagram APIs to build an app that lists social media activities within a user's geolocation.

### Digital Anthropologist, AKQA San Francisco, CA. Dec 2011 - Jun 2013

- Worked with the strategy team to conduct qualitative and quantitative research to inform the development of digital products, web applications and advertising campaigns.
- Performed ethnographic research (in-depth interviews and observations) for clients to unveil hidden consumer behaviors, attitudes and beliefs.

### User Operations Associate, Yelp! San Francisco, CA. May 2009 - Aug 2010

- Interacted via email with users of the Yelp website and Yelp mobile applications, providing instructions and information for best utilizing Yelp's products and services.
- Advised Yelp product team and developers on designing the Yelp website and app to be more user-friendly.