

Skills

Programming/Frameworks

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

Software

Proficient in:

- Illustrator
- Photoshop
- InDesign
- 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

- Earned a B.A. in 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, Haml, Sinatra, Sass and HTML5.
- Implemented Sass best practices to make the website responsive.
- Redesigned Moments views (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 and JavaScript/jQuery.

Relevant Projects:

- [*Global Grooves Project*](#) (in progress): Used SoundCloud API and Leaflet Maps to plot SoundCloud tracks on a map according to their uploader's geolocation and designed flat audio widget to play them.
- [*Tailor*](#): Worked with Yelp and Zappo's API 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 the Yelp's products and services.
- Advised Yelp product team and developers on designing the Yelp website to be more user-friendly.