

Skills

Languages & Frameworks

- Ruby
- Rails/Sinatra
- JavaScript
- jQuery
- Underscore.js
- HTML5/CSS3
- 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

Web Developer, Momentage

San Francisco, CA. Oct 2013 - Nov 2013

- Played central role in design and development of Ruby/Sinatra based website
- Made website responsive across multiple devices using HTML5, CSS3 and Sass
- Reengineered pages to improve UX/UI and refactored code, thereby removing redundancy and shortening code base by hundreds of lines

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.

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.