

SHAOWEN YAO | Front End UI Web Developer | dsydesign@gmail.com | shaowenyao.com

Open to full time or contract-to-hire positions - temporary freelancing while job searching

SKILLS

HTML5 | CSS3 + LESS & SASS | JS ES6 + React | JQuery | PHP | Angular | NPM | Mobile Development

Salesforce Certified Developer (Winter 2014) | VisualForce | Salesforce Portals | Bootstrap | Wordpress | Drupal | GSI Commerce

Adobe Suite CS6 | Media Production (Photography/Videography) | UI/UX Wireframing

Expert knowledge of graphic design, user interface, and website development best practices (in a full business cycle)

Strong ability to communicate and problem-solve on large ongoing team projects

Ability to efficiently and independently execute key features in front-facing UI web products

EXPERIENCE

FREELANCE DEVELOPMENT | 09.2016 - present

Identity design with small business clients to fit their own creative identity

Web design + scalable development for business requirements with emphasis on mobile/responsive-first design

Interactive design process + UI prototyping with clients on all ranges of projects

Custom CMS (Wordpress/Shopify/Squarespace) and mobile application (ReactJS) for small business clients to 100% user satisfaction

SEO optimization with new and existing websites to improve traffic and conversion rate up to 50%

2017-2018 Clients include OurPokePlace, Upwork clients (Ajnaliving), and many other stealth startups making custom webpages, React webapps, and CMS management.

CITY AND COUNTY OF SAN FRANCISCO | 06.2014 - 09.2016

Mobile website development of user-friendly websites for the general public to be 100% responsive and usable

Emphasis on cross-browser, ARIA, and other disabled user interface features for the general public to make UI accessible for all users

Mobile application development (Cordova/Angular/NPM/Github) for user-based applications. Implemented geolocation module based on restaurant rating JSON feed using google and other APIs mirroring the Yelp/Gmaps interface UI.

Designing UI/UX interactive flows for front-facing mobile and web initiatives to improve usability

CMS development with Vision + Drupal CMS for internal government departments for website refresh

PERFICIENT INC | Technical Consultant | 01.2013 - 03.2014

Salesforce VisualForce development for custom client solutions

UI development (CSS/HTML/JS) for custom client user interface (ex. MobileIron, Frontrange) working as solo developer/designer. Simultaneously worked on 20 projects as sole designer/developer and project management of offshore development teams

Mobile platform development with emphasis on responsive design for big clients (ex, Kabam)

Spearheaded wireframes, XHTML code and CSS for custom solution for fortune 500 clients

Emphasis on interactivity and user-friendly web products for client-facing portals to improve traffic and conversion rates up to 50%

Media production (photography/videography) for new company branding

Consultant on multiple projects applying expert knowledge of best design/coding practices from wireframe to full implementation

COST PLUS WORLD MARKET | Web Developer | 02.2011- 06.2012

Custom script development in Javascript/jQuery module development for seasonal campaign front page modules

Integration of new technologies (HTML5/CSS3/jQuery) to modernize old templates into responsive and mobile-friendly layouts

Usability A/B testing effort for eCommerce landing pages. Defined testing parameters, prepared prototypes, analyzed and reported results with conversion heatmap improvements up to 20%

CMS & eCommerce content maintenance (GSI commerce) and management

Developing weekly marketing campaign assets such as emails, front page content, and seasonal campaigns in HTML/CSS/JS

TELAVA NETWORKS (early startup) | Web Developer | 06.2008 - 10.2010

Implemented wireframes in XHTML, ASP.NET and CSS to improve user-centered design (UCD) efforts for numerous pages

implement UI/UX for dynamic back-end content (eCommerce, sign-up, etc) to be user-friendly and follow company creative identity

ECommerce site maintenance for multiple sites with rotating seasonal campaigns

Designed flash, website, and print material for company and affiliate companies

EDUCATION

Bachelor of Arts in Graphic Design with Computer Science emphasis, graduated in 2008

University of California, Davis

Relevant Coursework: C/Assembly/Javascript/Actionscript