

Summer Saleh

CONFIDENT DRIVEN AND DYNAMIC LEADER with an entrepreneurial mindset and the ability to spot original branding opportunities.

QUICK LEARNER WITH A SELF-DRIVEN WORK ETHIC, proven to excel during academic and vocational experiences, and eager to deepen knowledge.

ENGAGED IN CUSTOMER AND BUSINESS FACING TEAMS where the ability to assess needs, communicate, coordinate processes, and deliver solutions with the end user in mind was key.

SKILLS

CSS3 • SCSS • HTML5 • RESPONSIVE DESIGN • JAVASCRIPT • REACT JS • SKETCH • JIRA • SALESFORCE • SQL • TABLEAU • ETHNOGRAPHY • USABILITY TESTING • PERSONA/SCENARIO BUILDING • OBJECT-ORIENTED PROGRAMMING • SOURCE CONTROL / GIT • ARCGIS • R • GOOGLE ANALYTICS • TRELLO • GITHUB

EXPERIENCE

Abercrombie & Fitch
Content Developer
Aug 2018 - Present

Utilize project management tools to execute the content schedule in order to build seasonal and daily updates. Write HTML, CSS, JAVASCRIPT, and integrate 3rd party content for marketing and promotions. Partner with design and strategy teams to deliver personalized content to the users. Partner with translations teams to ensure correct verbiage is used in International markets. Coordinates with testing and analytics teams to execute on site tests.

NetJets
UX Mentorship
Nov 2017 - Aug 2018

Mentored by Lead UX Designers and provided guided exposure to:

- Day in the Life Study
- Card Sorting/Persona Building
- Analyzing and documenting user needs
- Gathered product requirements
- Researched competitive products and industry trends

Independently:

- Conducted heuristic evaluations on internal applications
- Conducted user interviews

CONTACT



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EDUCATION

The Ohio State University
BA, GEOGRAPHY;
MINOR, INTERNATIONAL STUDIES & DIPLOMACY, 2017
International Study in Germany & Australia

We Can Code IT
SOFTWARE DEVELOPMENT CERTIFICATE, 2017

Kent State University
MS, USER EXPERIENCE DESIGN, 2020

NetJets
Junior Developer
Sep 2017 - Aug 2018

Responsible for implementing visual and interactive elements that users engage with through their web browser when using a web application. Translated the UI/UX design wireframes to actual code that produced visual elements of the application. Worked with the UI/UX designers and bridged the gap between graphical design and technical implementation, taking an active role on both sides and defining how the application looks as well as how it works.

We Can Code IT
Assistant Instructor
Aug 2017 - Feb 2018

Taught front end development and responsive design curriculum. Managed attendance and grading. Assists the lead instructor with instructional responsibilities. Tutor and assist students individually or in small groups in order to help them master assignments and to reinforce learning concepts.

Peace Corps
Campus Ambassador
Jan 2016 - May 2017

Managed content, developed media plans and updated social media, including Facebook and Twitter, with a focus on increasing awareness and engagement. Analyzed and compiled data and wrote annual reports for stakeholders. Coordinated the development of pitch stories and messaging which culminated in a newsletter, utilizing MailChimp software.