LAURA BAUMANN

FRONTEND DEVELOPER IN COLUMBUS, OH | 304-672-3342 | l.bmann@icloud.com | **LinkedIn**: https://www.linkedin.com/in/laura-baumann/

PROFESSIONAL EXPERIENCE - 3+ YEARS OF FRONTEND DEVELOPMENT EXPERIENCE

Frontend Web Developer, *Abercrombie & Fitch Co.*, Columbus, OH OCTOBER 2018– LEFT IN FEB 2021

- **Lead front end content development for the Abercrombie Kids brand**. Developed the two main websites (US and Canada) and Asia's sites, as well as app content for these countries. **(HTML5, CSS3, vanilla and ES5/ES6 Javascript, JQuery).**

- **Accomplishments in this position:** website and app exceeded both sales and margin plans, broke company sales records, and maintained company success, profit, and relevance even while COVID required closure of physical storefronts and during a period of transition to a new platform of programs for our web presence.

Contracted Web Developer, *The Siekmann Company*, Columbus, OH JUNE 2017 – MAY 2018

- Variety of contracted projects, e.g. supported the transition between web platforms. (HTML, CSS, vanilla Javascript)

EDUCATION

OSU College of Engineering, Columbus, OH - Bootcamp Certification WILL FINISH IN APRIL 2021
Full Stack Coding Bootcamp (nights + weekends)
HTML5, CSS3, Bootstrap, Javascript ES6, jQuery, API, Node.js, Express.js, mySQL, JSON, Handlebars

Butler University, Indianapolis, IN - Bachelor's Degree dual major GRADUATED MAY 2018
   1) Web Design and Development major 2) Strategic Communication major
Top 15 student across the university + Top student in both majors + Graduated with honors in both majors

SKILLS

3+ years experience developing/debugging HTML5, CSS3, JavaScript (vanilla + ES5/ES6), jQuery. Working knowledge of API, AJAX, Node.js, Express.js, MySQL, Bootstrap.

Other development skills: Agile workflow, Cross-browser compatibility, responsive web design up to the WCAG 2.1 accessibility/ a11y standards, and a "mobile-first" approach, developing for internal and external customer-facing web environments.

Program/Environment experience in: Git, Github, Salesforce Commerce Cloud (Demandware), Adobe Experience Manager, IBM Management Center for WebSphere Commerce and Application Server, InVision, Adobe Suite tools, JIRA, Olapic, Microsoft Outlook/Teams, and ARC - Accessibility Monitoring Tool.

Extensive experience in inter/intra communication with backend developers, UI/UX, Design, Product developers, and Strategy departments regarding campaigns, expectations vs capabilities, accessibility standards (WCAG 2.1), analyzing statistics + analytics + A/B tests + more to influence future development decisions.