Yasuko Miyazawa

Curriculum Vitae

Chiba, Japan | LinkedIn | GitHub | Website

PROFILE

As a **Front-End Software Engineer**, I am driven by a passion for creating user-friendly and visually appealing web applications. Eager to contribute my skills in *HTML, CSS, JavaScript/TypeScript, React, and Next.js* to innovative projects. In addition to my technical expertise, I bring a unique blend of experience in **Digital Marketing,** specializing in *data analysis, project management, and user engagement strategies.*

My professional journey extends to education, having served as an **English teacher** at an international kindergarten in Japan. This role enhanced my a*bility to communicate effectively and foster a positive learning environment.*

I am dedicated to leveraging my diverse skill set to bring creative solutions to the forefront of web development, with a *focus on enhancing user experiences and achieving strategic business objectives.*

EXPERIENCE

Freelance Front-End Developer— 2022 - Present, Remote

As a Freelance Front-End Developer, I have been actively involved in developing and delivering responsive web applications, with a keen emphasis on enhancing user experience and design aesthetics. Key responsibilities and achievements include:

- Collaborating with clients to understand project requirements and objectives, ensuring alignment with business goals.

- Employing a diverse range of front-end technologies, such as HTML, CSS, JavaScript, React, Next.JS, TypeScript, and Tailwind, to create visually appealing and intuitive user interfaces.

- Implementing responsive design principles to ensure optimal user experiences across various devices and screen sizes.

- Contributing to the entire development lifecycle, from initial concept and design to implementation, testing, and deployment.

- Iteratively refining and optimizing web applications based on user feedback and evolving business needs.

- Demonstrating strong problem-solving skills and attention to detail in coding and debugging processes.
- Maintaining up-to-date knowledge of industry trends and best practices in front-end development.

SoCalization Inc. (Internship) — October 2023 - Present, JP

As a Frontend Web Developer Intern at SoCalization Inc, I am thrilled to collaborate closely with the company's graphic designer to enhance the UI/UX of our website. My role involves revamping the website using cutting-edge frontend technologies, focusing on both aesthetics and functionality. Working hand-in-hand with the designer, I translate creative concepts into interactive and user-friendly interfaces.

By combining my technical expertise with the designer's artistic vision, we aim to create an immersive online experience for visitors. Through this collaboration, I contribute to elevating the website's visual appeal and usability, ensuring that SoCalization Inc delivers a seamless and captivating online presence to its audience.

Freelance Digital Marketing — September 2019 - December 2022, Remote

In my role as a Freelance Digital Marketing professional, I executed comprehensive data-driven digital marketing strategies aimed at enhancing online presence and driving user engagement. Key responsibilities and accomplishments include:

- Developing and implementing targeted digital marketing campaigns, leveraging platforms such as Google Ads, social media channels, and email marketing to reach specific audience segments.
- Analyzing and interpreting data from various analytics tools, including Google Analytics, to assess the performance of digital campaigns and make informed decisions for optimization.
- Conducting market research and competitor analysis to identify trends and opportunities for improvement in digital marketing efforts.
- Collaborating with clients to understand their business objectives and tailor digital marketing strategies to align with their goals.
- Creating and curating engaging and impactful content for various digital channels, ensuring consistency with brand messaging and voice.
- Utilizing SEO strategies to improve website visibility and organic search rankings.
- Monitoring and managing online reviews and feedback, addressing customer concerns, and enhancing online reputation.

- Staying abreast of industry trends, emerging technologies, and changes in digital marketing algorithms to implement cutting-edge strategies.
- Providing regular reports and insights to clients, demonstrating the impact of digital marketing efforts on key performance indicators.

Little Garden International School English Teacher — August 2022 - Present, JP

Fostering language proficiency and a love for English language and literature in international students.

Smile Kids International School English Teacher — November 2019 - July 2021, JP

Guided young learners in building strong English language skills and nurturing a passion for communication and expression.

Daniolco Trading Corporation/ Administrative Assistant — 2018-2019, PH

Guided young learners in building strong English language skills and nurturing a passion for communication and expression

FRONTEND DEVELOPMENT PROJECTS

PERSONAL PROJECTS

1. **Travel Agency Website - Discover Palawan**

- Crafted an immersive travel experience website for showcasing the beauty of Palawan.
- Discover Palawan is an immersive travel experience website crafted to showcase the beauty of Palawan. It offers visitors a visual journey through stunning landscapes, exciting activities, and memorable experiences on this picturesque island.
- *Tech Stack: HTML / CSS / JavaScript / SCSS*

2. Online Grocery Website - Fresh Finds

- Developed an e-commerce platform for online grocery shopping.

- Fresh Finds is a user-friendly e-commerce platform designed for online grocery shopping. Customers can browse a wide range of fresh produce, pantry staples, and household items, making grocery shopping convenient and hassle-free.

- *Tech Stack: HTML / CSS / JavaScript / SCSS*

3. Book Searching Website - Bookie

- Designed and implemented an interactive book search platform with a modern user interface.

- Bookie is an interactive book search platform with a modern user interface. It allows users to explore a vast collection of books with ease and find their next reading adventure effortlessly.

- *Tech Stack: HTML / CSS / JavaScript / React / Bootstrap*

4. Car Booking Website - Car2Go

- Engineered a dynamic car booking platform with seamless user experiences.

- Car2Go is a dynamic car booking platform that offers seamless user experiences. Users can easily browse available cars, book their preferred vehicle, and enjoy a convenient and reliable travel experience.

- Tech Stack: *HTML / CSS / JavaScript / React / Next.JS / TypeScript / Tailwind*

5. Japanese Language School Website - Mr. Nihongo

- Designed and developed the interactive online platform for Mr. Nihongo, fostering immersive language learning experiences.

- Mr. Nihongo's platform is meticulously crafted, providing students with engaging lessons, quizzes, and cultural insights. From beginner basics to advanced conversations, learners can progress seamlessly, aided by intuitive navigation and visually appealing content.

- *Tech Stack: HTML / CSS / JavaScript / React / Next.JS / TypeScript / Tailwind*

<u>FREELANCE PROJECTS</u>

1. <u>Online Restaurant - Mama Silog, Japan</u>

- Enhanced the online presence of Mama Silog, an online Filipino restaurant, with a feature-rich and responsive website.

- Mama Silog, an online Filipino restaurant in Japan, now has an enhanced online presence with a feature-rich and responsive website. Customers can explore the menu, place orders, and experience the authentic flavors of Filipino cuisine.

- *Tech Stack: HTML / CSS / JavaScript / React / Next.JS / TypeScript / Tailwind*

2. <u>Indoor and Outdoor Signage Company - Arte Execelente Design, Philippines</u>

- Developed Arte Execelente Design's website from scratch, crafting a seamless online experience to enhance their digital footprint and showcase their top-tier indoor and outdoor signage solutions.

  - **Comprehensive Services:** Explore their range of top-tier indoor and outdoor signage solutions tailored to your business needs. From captivating indoor displays to durable outdoor signs, find the perfect fit for your brand.

  - **Effortless Quotation:** Requesting a quote is now simpler than ever. Utilize their user-friendly form to share your requirements. Their team of experts will promptly assess your needs and provide you with a customized quotation, ensuring a seamless experience from inquiry to installation.

- *Tech Stack: HTML / CSS / JavaScript / React / Next.JS / TypeScript / Tailwind*

DIGITAL MARKETING PAST CLIENTS LIST

- Coach Dang (FVA Coach)
- Cibusdirect
- 2local Cryptocurrency
- LeVel - Thrive Health and Wellness Supplements

EDUCATION

App Academy — Online Coding Bootcamp

- At App Academy, I specialized in learning frontend web development, mastering JavaScript, HTML, CSS, and React.js.

- Date of Completion: May 2022

Bachelor of Arts Major in Philosophy — De La Salle University, Manila

- My undergraduate degree helped me develop critical thinking, communication, and problem-solving skills which I am able to apply with now as a web developer.

- Date of Graduation: September 2019

TRAINING AND CERTIFICATIONS

Fundamentals of Digital Marketing - Google Online Course

- Acquired knowledge in essential digital marketing concepts, including SEO, content strategy, and online advertising.

- Year of Completion: 2019

Google Analytics Academy - Google Online Course

- Acquired skills in tracking website performance, user behavior analysis, and data-driven decision-making.

- Year of Completion: 2019

AWARDS

- Consistent Honor's Student in middle school and high school.

- Consistent Dean's Lister throughout University.

- Cumulative GPA: **3.251/4.000**

SKILLS

Front-End Development

- Languages: HTML, CSS, JavaScript/TypeScript

- Frameworks: React, Next.Js

- CSS Frameworks: Bootstrap, Tailwind CSS

- CSS Preprocessors: SASS, SCSS

- Responsive Design

- Version Control: Git

- RESTful API

- Problem Solving

- Attention to detail

Design Tools/UI/UX Design

- Figma

Digital Marketing / Data Analysis

- Project Management

- Search Engine Optimization (SEO)

- Content Creation & Editing

- User Engagement Optimization

- Cross- Functional Collaboration

- Analytical Tools: Google Analytics

- Communication Skills

Additional Skills (English Teaching):

- Effective Communication: Developed strong communication skills through teaching English to international students, fostering an inclusive and engaging learning environment.

- Cross-Cultural Collaboration: Facilitated cross-cultural collaboration by working with students from diverse backgrounds, enhancing adaptability and cultural sensitivity.

- Adaptability and Flexibility: Adapted teaching methods to cater to the individual needs and learning styles of students, showcasing flexibility and adaptability.