

YEN LA

skyevenla@gmail.com / www.yentla.com / www.linkedin.com/in/yenla

EXPERIENCE

Dastmalchi LLC, Newport Beach CA - *Junior Front End Developer*

FEBRUARY 2018 - AUGUST 2018

- Designed, code and configure landing pages, websites, and mobile-optimized content using HTML, CSS and JS.
- Performed QA, document processes and apply code fixes as needed.
- Participated in CRO review for website audits to analyze website performance and identify improvement as needed.
- Designed and built new product pages with Shopify (Liquid) to expand new product line.
- Collaborated closely with marketing team to ensure page navigation follow the site's style guide and business needs.
- Implemented and managed the daily new features update for the company's websites in a fast-paced environment with very tight deadlines.
- Collaborated with other developers in implementing new website features to improve website Conversion Rate Optimization.
- Assisted third party platform in integration and debugging Shopify applications from start to completion.
- Implemented script and optimized Google Platform (Google Adwords, Analytics, Tag Manager).
- Managed and collaborated with other developers from start to completion and ensure the projects deliver within tight deadlines.

Bazic Products, El Monte CA - *Graphic + Web Designer*

SEPTEMBER 2015 - JUNE 2017

- Designed various marketing projects (catalog, flyers, brochures, e-newsletters, advertising layouts, planograms presentation, in-store display, events invite, handouts, internal communication documents, images).
- Designed and built new product pages with Shopify (Liquid) to expand the company online store to retail segment.
- Created rapid prototyping using HTML, CSS, Javascript and Adobe Photoshop to effectively communicate interaction, user experience, and design ideas.
- Specialized in editing, finalizing and delivering visual assets to all dependencies within tight deadlines.
- Implemented new features on company website (web banners, slideshows, featured products, landing page) to improve/optimize customer experience.
- Collaborate with Art Director and Marketing Department in designing yearly products catalog for a refreshing and attractive look using Adobe Photoshop and InDesign.
- Assisted Art Director in the print production process from concept through completion.
- In charge of products' photoshoot and company events leading to resize, retouch, organize images using Canon EOS 5D Mark III and Adobe Photoshop.

Creative Touch Communications, San Dimas CA - *Web Designer + Developer*

FEBRUARY 2015 - AUGUST 2015

- Designed digital assets to improve the visual experience across several web projects using Adobe Photoshop and Illustrator.
- Updated and maintained the company's clients inventory using Magento.
- Theme Manipulation in Wordpress, Magento, HTML, CSS, Javascript. Implemented new features (slideshows) to improve/optimize customer experience.

SKILLS

Design:

- Advanced knowledge in Adobe Creative Suite - Photoshop / Illustrator / InDesign / Dreamweaver / After Effects / Acrobat / Animate CC.
- Intermediate knowledge in Wireframes / User flows / Typography / Image Retouching.

Programming Languages:

- Advanced knowledge in HTML5 / CSS3 / Bootstrap.
- Beginner knowledge in Javascript / jQuery / API / JSON / SQL / MySQL / Node.js / React / Google Firebase.

Software:

- Sublime Text 3 / Shopify / Wordpress / Git / Github / Microsoft Office Suite - Word / Excel / Powerpoint.

EDUCATION

University of California of Los Angeles Extension, Los Angeles CA - *Full Stack Development*

JANUARY 2017 - JULY 2017

Mount Sierra College, Monrovia CA - *Bachelor of Arts Degree Media Arts & Design in Graphic Design*

APRIL 2011 - DECEMBER 2014 / **Graduated with Cum Laude Honor Award**