

Ellen Kwan

Front-End Software Engineer

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Professional Experience

Frontend Developer | Nextbite

Oct 2021 – May 2023 > Remote - Las Vegas, NV

- ▶ Developed e2e unit tests ensuring robust and error-free performance using Cypress
- ▶ Established consistent responsive web design across devices and browsers
- ▶ Built reusable and pixel-perfect UI components enabling parallel development and streamlined collaboration across teams using Storybook, CSS, SASS, and HTML
- ▶ Created a Menu Upselling algorithm, realizing an increase of basket size by 1 or more items and sales by 7.10% within the first month of implementation
- ▶ Integrated Segments, a user tracking event system, across the entire DTC platform, enabling informed user behavior metrics, KPIs, and data-driven decision-making
- ▶ Updated a Tagging feature, creating a responsive and adaptive UI design that facilitated seamless CRUD operations and employed Redux for efficient state management
- ▶ Optimized direct-to-consumer app performance by refactoring the state management architecture, reducing unnecessary re-renders by 20%
- ▶ Implemented feature flags using LaunchDarkly to enable controlled and gradual code deployments, reducing the risk of bugs and minimizing user impact

Software Engineer | Ones and Zeros

Feb 2021 – Jul.2021 > Remote - New York, NY

- ▶ Ensured smooth alignment of goals between the development and marketing teams, resulting in a demo environment that met their sales needs and expectations
- ▶ Executed manipulation and ETL (extraction, transfer, load) of data within SQL servers
- ▶ Built out RESTful API library to support 3rd party integrations using Firebase Functions
- ▶ Created and designed 100% of company visual assets, using Figma, PS, and AI
- ▶ Assisted with integrating a CI/CD pipeline to automate staging and production builds using CircleCi, GCP, and Docker

Software Engineer, Contract | VideoAmp

Nov 2020 – Jan 2021 > New York, NY

- ▶ Streamlined the client onboarding experience with a Json-builder form prototype, reducing human error and improved the onboarding time from 3 days to 1 day
- ▶ Completed Snowflake's hands-on training certification for Data Sharing and Warehouses

Cad Designer / Product Development Manager | Valentine USA Inc.

Oct 2015 – Jul 2020 > New York, NY

- ▶ Designed, researched, and prototyped seasonal prints for Lord & Taylor dept. brands
- ▶ Managed and collaborated across cross-functional teams throughout the entire lifecycle of an apparel collection from conceptualization to production

Skills

Programming Languages

JavaScript, Typescript, HTML5, CSS3, SASS, SQL

Libraries and Frameworks

React, Redux, Cypress, Node.js, Webpack, Express, LaunchDarkly, Auth0, Storybook, Ant Design, Tailwind, Material UI

Tools and Platforms

Git, Github, Firebase, PostgreSQL, GCP, AWS, Postman, Snowflake, Docker, JIRA

Design

Adobe Photoshop, Illustrator, Figma

Education

The Grace Hopper Academy

Jul 2020 - Oct 2020 > New York, NY
Fullstack - Software Development

Art Institute of San Francisco

San Francisco, CA
Major: BS in Fashion Design