

# Jessica Ganji Hai

## Front-End Developer

Los Angeles, CA

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## Development

HTML5

CSS3

JavaScript

jQuery

AngularJS

React.js

Node.js

Express

Ruby

Ruby on Rails

Git

GitHub

WordPress

## Design

Responsive Design

UI/UX Design

Sketch

Omnigraffle Pro

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

## Experience

### Junior Web Developer

**The Bouqs Co.** / Marina del Rey, CA / March 2016 - August 2017

- Developed features for florist/grower production management portals using AngularJS
- Developed features for The Bouqs Co. eCommerce site using React.js
- Utilized UI/UX skills to enhance projects including but not limited to a subscription wizard redesign
- Maintained static pages within Desk.com 's admin
- Assisted in the migration from Prestashop/React to WebLinc by ensuring a cohesive UI experience across all platforms: styled legacy environments to match WebLinc's style guide and built static pages using HTML, CSS and JavaScript
- Assisted in Desk.com integration
- Developed responsive emails using ZURB Foundation's Email Stack (welcome series conversions resulted in a 60% increase in revenue, 32% increase in open rate, and 60% increase in click rate)

### Freelance Web Developer / Designer

**Self-Employed** / Los Angeles, CA / 2014 - Present

- Develop/design clean, user-friendly websites—from start to finish—that help businesses best reflect their brands and interact with their audiences on desktop, tablet and mobile devices
- Communicate directly with clients to establish project parameters, write proposals for design work, analyze competitor websites, determine content, produce site maps and sketch wireframes
- Craft, implement and track result-driven social media campaigns in order to increase brand awareness, develop existing relationships and generate new leads

#### Selected Results:

**annflowerpr.com** (WordPress) - Client's website succeeded in signing a client who had asked to view a website portfolio

**laprovencecafe.com** (WordPress) - Client's cafe was given approval to open a new LAX location after gaining credibility through their website

**instagram @bijouxreview** (Social Media Strategy) - Gained client 40k organic Instagram followers which lead to a book deal from Rizzoli Publications

### Web Designer (Volunteer)

**Lange Foundation** / Los Angeles, CA / June 2016

- Redesigned Lange's WordPress Website

## Education

### General Assembly

**Web Development Immersive** / November 2015 - February 2016

- MEAN Stack [ MongoDB/Mongoose, Express, AngularJS, Node.js ]
- Ruby, Ruby on Rails [ PostgreSQL, ActiveRecord ]
- HTML5, CSS3, SaSS and JavaScript

#### Class Projects:

**mentor(Student)** (MEAN Stack) - mighty-waters-89234.herokuapp.com/

**EmpowerMIX** (Ruby on Rails) - empowermix.herokuapp.com

**SomatiColors** (MEAN Stack) - somaticolors.herokuapp.com

**Sushi Game** (HTML5/CSS3/JavaScript) - jessicaganji.com/sushi

### UCLA Extension

- User Experience II: Iteration Course, Spring 2015
- Introduction to PHP and MySQL Course, Spring 2015

### Loyola Marymount University

**Bachelor of Arts in Studio Arts** / Spring 2014

- Studio Arts Major: Multimedia Arts Emphasis: Motion Concentration
- Relevant Coursework: Online Computer Arts & Programming for Creative Applications