Derek Wu

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Experience

Web Designer II　　　　　　　　　　　　　　　　　　　　　　Irvine, CA
Glidewell Dental　　　　　　　　　　　　　　　December 2022 - Present

- Increased user engagement by 20% for a global dental manufacturing website by optimizing site user interface and functionality using scalable and reusable components in Adobe Experience Manager
- Translated designs and wireframes into landing pages by collaborating with cross-functional teams and leveraging knowledge of HTML, CSS, and Javascript
- Developed digital marketing campaign landing pages and emails using frontend technologies which resulted in 58.5% of the top customer acquisition channels
- Maintained workflow efficiency by utilizing Git version control, enabling a streamlined development process and fostering collaboration within the team

Web Designer I　　　　　　　　　　　　　　　　　　　　　　Irvine, CA
Glidewell Dental　　　　　　　　　　　　January 2022 - December 2022

- Reduced company website production build time by 25% after working in a team of 4 to migrate site from Contentful to Adobe AEM while ensuring minimal downtime and preservation of data integrity.
- Enhanced website user experience by collaborating with cross-functional teams to design and develop user-friendly, responsive web pages and new features using HTML, CSS and Javascript
- Improved marketing campaign analytics by integrating Google Tag Manager to emails and landing pages and incorporating UTM parameters for proper data acquisition

Web Developer/Account Manager　　　　　　　　　　Newport Beach, CA
Mopro　　　　　　　　　　　　　　　　　　　May 2021 - January 2022

- Designed and developed custom websites for clients, averaging in a 32% increase in user engagement across clients, contributing to improved online visibility and customer satisfaction.
- Leveraged Google Analytics and other analytical tools to track website performance metrics, analyze user behavior, and identify areas for improvement, leading to data-driven design decisions

Skills

Language: Javascript, Typescript

Frontend: HTML/CSS, Tailwind, React.js, Next.js

Backend: MongoDB, Node.js, Express.js

Tools: Git, npm, Bootstrap, Jira, Confluence

Projects

Canvas Collective: A MERN Powered Online Art Gallery — Link

- Online art gallery that enables users to submit paintings on a React Bootstrap frontend to MongoDB database through a RESTful API created using Express
- Data is is pulled asynchronously and displayed in aggregate on a gallery page

Education

California State University of Fullerton
B.A. in History