

# Derek Wu

+1-714-203-4817 • [derekjwu96@gmail.com](mailto:derekjwu96@gmail.com) • [www.derekjahwu.com](http://www.derekjahwu.com)

## Experience

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### Web Developer II

Glidewell Dental

Irvine, CA

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 Developer I

Glidewell Dental

Irvine, CA

January 2022 - December 2022

- Worked in a team of 4 to migrate a global dental manufacturing website from Contentful to Adobe AEM ensuring minimal downtime and preserving data integrity, leading to a reduced production build time of 25%
- 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

Mopro

Newport Beach, CA

May 2021 - January 2022

- Designed and developed custom websites for clients that focused on user-centric designs and tailored user interfaces based on client businesses that enhanced brand identity and user engagement
- 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

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**Language:** Javascript, Typescript

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

**Backend:** MongoDB, Node.js, Express.js

**Tools:** Git, npm, Bootstrap, Jira, Confluence, GA4

## Projects

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### 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 pulled asynchronously and displayed in aggregate on a gallery page

## Education

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**California State University of Fullerton**

B.A. in History