SHELBY ANDERSEN

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Portfolio: shelbyandersen.dev **GitHub**: https://github.com/shelbyandersen

Frontend Engineer utilizing four years of experience as an eCommerce Manager to build a user-friendly experience on the web. Passionate about problem-solving, and implementing mobile-first designs that are easy for the user to navigate. Excited to provide perspective by leveraging my eCommerce and marketing experience and implement quality efficient results.

EXPERIENCE

Softdocs   **2021-Present**
Engineer II - Frontend   **Remote**

Responsible for optimizing the user experience through implementing scalable code and developing a seamless UI.
- Utilize Angular, Aurelia, and JavaScript to redesign and develop the UI functionality of the Etrieve software, consisting of 3 applications
- Implemented a Design System utilizing Storybook and leveraging Angular Material to build an Angular Component Library to use across multiple microfrontends
- Developed solutions to address accessibility across the software resulting in a VPAT
- Optimized code to pass 80% test coverage using Jest
- Created documentation for 3 major releases in the software
- Collaborate with design team to improve user usability on the software

Reactiv   **2021-2022**
Front End Developer - Contract   **Charleston, SC**

Responsible for completing user stories focused on enhancing the user experience.
- Utilize the React library to complete coding tasks
- Develop scalable code based on acceptance criteria and design mockups
- Optimize code for several user devices

Charleston Wrap   **2017-2021**
eCommerce Manager   **Walterboro, SC**

Managed daily and yearly improvements of the Charleston Wrap lead generation website and eCommerce store.
- Managed the design, data migration, and platform change for the Charleston Wrap online store:
  - Platform: Big Commerce (migrated from Volusion) https://shopcharlestonwrap.com/
- Developed a redesign of Charleston Wrap's lead generation site:
  - Platform: WordPress https://www.charlestonwrap.com/
- Managed improvements for user experience on the online store resulting in 60% growth over the previous year (30% previously year over year)
- Coordinated marketing efforts across the Charleston Wrap Fundraising brand. Initiatives include geographical targeting, A/B testing, email campaigns, SEO strategy, creating landing pages, and PPC campaigns

Fleet Feet   **2015-2017**
Marketing Coordinator   **Charleston, SC**

Managed content and appearance for the Fleet Feet Mount Pleasant & Summerville's website in addition to promoting store events, products, and training programs.
- Oversaw website updates including blog posts, updated training program information, store events, and store information (utilized a CMS platform, HTML, and CSS)
- Coordinated and managed all marketing materials for Fleet Feet including social media channels, flyers, event promotion, blog material, press releases, advertising, and SEO strategy
- Implemented a digital marketing strategy designed to target new customers, resulting in 27% customer retention over the course of 9 months

TECHNICAL SKILLS

Languages: JavaScript ES6+, CSS3, SCSS, HTML5, SQL, NoSQL
Applications: GitHub, MongoDB, MySQL
Tools: React, Angular, Node, Bootstrap, Material, Angular Material

PROJECTS

On-Track App | GitHub: /shelbyandersen/on-track **|Deployed Link:** /on-track-app
- Summary: On-Track is an application to enforce positive behavior in school and to help keep students motivated while working remotely.
- Role: Design, Front-End, and Back-end
- Tools: CSS, JavaScript, Materialize, GoogleFonts, Photoshop, React, Node, Express, MongoDB

Free From All | GitHub: /shelbyandersen/free-from-all **|Deployed Link:** /free-from-all
- Summary: Allows users to input their current location & search for the makeup type, brand, and toxin-free requirements that they are looking for.
- Role: Front End Team
- Tools: HTML, CSS, JavaScript, Bootstrap, GoogleFonts, Photoshop

WeatherApp |GitHub: /shelbyandersen/weather-dashboard **|Deployed Link:** /weather-dashboard
- Summary: Weather app that provides current and future weather forecasts in cities.
- Role: Sole author
- Tools: HTML, CSS, JavaScript, jQuery, API, Bootstrap, Font Awesome

Burger App |GitHub: /shelbyandersen/burger-app **|Deployed Link:** /burger-app
- Summary: Allows a user to create or "devour" a burger
- Role: Sole author
- Tools: HTML, CSS, JavaScript, MySQL, Node, Express, Handlebars, and an ORM

EDUCATION

Certificate, Full Stack Web Development – Georgia Tech   Atlanta, GA
Certificate, Web Design – Trident Technical College   Charleston, SC
Bachelor of Science, Health Promotion – University of Georgia   Athens, GA