

JODI WEI

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Portfolio: www.jodiwei.com | LinkedIn: www.linkedin.com/in/jodiwei | Github: <https://github.com/xinwei47>

Creative frontend developer armed with proficient knowledge of designing and building responsive user interfaces. Adept at designing wireframes and converting them into high-quality applications using Javascript and Reactjs. Before switching my career from marketing analytics, I have 8 years of experience in analyzing data, solving complex client problems and managing cross-functional projects across tech, retail and financial industries.

EXPERIENCE

JW Jewelry E-Commerce Store (bit.ly/jw-jewelry-ecomm)

Used MERN stack to create a fictional responsive online jewelry store. Application designed and coded from scratch.

Technology used: MERN Stack (MongoDB, Express, React, Node.js)

GreenMeals Recipe App (bit.ly/greenmeals)

Built a recipe app which allows users to search healthy recipes by ingredients and nutrition metrics. App sources recipe data from a third party API. Application designed and coded from scratch.

Technology used: Javascript, MongoDB, Express, node.js, Sass, HTML

Travel Her Way Landing Page (bit.ly/thw-landing-page)

Designed and built the landing page from scratch for Travel Her Way, which is a boutique outdoor adventure travel company for women.

Technology used: Sass, HTML, Javascript

FarmFresh E-Commerce App UX/UI Design (bit.ly/farmfresh-ecomm)

Conducted comprehensive UX research and UX/UI design for an eCommerce app that allows people to buy fresh produce directly from farms.

Technology used: UX/UI Design, Figma

FACEBOOK – Social Networking Service Company (Chicago, IL)

Chicago, IL | 2019 - 2020

Marketing Science Partner, Retail Vertical Ads Measurement

- Drove client behavior changes to measure true business outcome and optimize \$100mil+ ad spend through structured measurement learning agenda
- Collaborated with cross-functional stakeholders to build new ad measurement product features

TRAVEL HER WAY – Female-Focused Travel Company (travelherway.com)

Chicago, IL | 2017 - Present

Founder

- Conducted comprehensive UX research to create unique outdoor group trekking experiences with a mission of empowering women to test their limits and accomplish once-in-a-lifetime adventures

SYNCHRONY FINANCIAL – *Marketing Analytics Manager, Enterprise Customer Engagement*

Chicago, IL | 2018

AVANT – *Marketing Analytics Associate, Retention & Email Marketing*

Chicago, IL | 2015 - 2016

MORNINGSTAR – *Data Analyst, U.S. Open End Mutual Fund Database*

Chicago, IL | 2011 - 2013

EDUCATIONS

FRONTEND DEVELOPMENT TRAINING (bit.ly/my-learning-tracker)

2020 - 2021

- **Programming:** Javascript Algorithms and Data Structures, The Modern Javascript Bootcamp, React - The Complete Guide, The Web Developer Bootcamp, Advanced CSS and Sass, Responsive Web Design, Front End Development Libraries
- **UX/UI Design:** DesignLab: UX Academy - online bootcamp with 480+ hours of UX/UI design coursework and project

NORTHWESTERN UNIVERSITY

2013 - 2014

MSc in Integrated Marketing Communications - Marketing Analytics (GPA: 3.76/4.00)

INDIANA UNIVERSITY BLOOMINGTON, KELLEY SCHOOL OF BUSINESS

2009 - 2011

BSc in Business - Information and Process Management (GPA: 3.76/4.00)

SKILLS

- **Programming:** Javascript, ExpressJS, ReactJS, MongoDB, CSS, HTML, Sass, nodejs, Bootstrap
- **UX/UI:** Figma, Sketch, InVision, OptimalSort, Marvel
- **Data Analytics:** SQL, SPSS, SAS, Python, R, Tableau, Google Analytics, XML, Visual Basic