

SHELBY ANDERSEN

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

Software 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 while also keeping accessibility at the forefront. Excited to provide perspective by leveraging my eCommerce and marketing experience to implement quality results.

EXPERIENCE

Softdocs	2021-Present
Engineer III	Remote

Responsible for optimizing the user experience by implementing scalable code and developing a seamless UI.

- Utilize Angular, Aurelia, and TypeScript to redesign and develop UI functionality for Etrieve software, consisting of 3 applications
- Leverage the PrimeNG component library to enhance and optimize product features, improving UI consistency and performance
- Prototype solutions to meet evolving product specifications and user expectations
- Optimize code to pass 80% test coverage using Jasmine
- Collaborate with the product and design team to improve software usability and user experience
- Developed strategies to address accessibility across the software, resulting in a VPAT
- Created documentation for 3 major software releases, ensuring communication of updates

Reactiv	2021
Front End Developer - Contract	Charleston, SC

Responsible for completing user stories focused on enhancing the user experience.

- Utilized the React library to complete coding tasks focused on product goals
- Developed scalable code based on acceptance criteria and design mockups
- Optimized code for several user devices, focusing on mobile responsiveness

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

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+), TypeScript, CSS3, SCSS, HTML5, C#, SQL, NoSQL

Applications: Git, GitHub, MongoDB, MySQL, Azure

Tools: React, Angular, Node, Bootstrap, Material, Angular Material, PrimeNG

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, Frontend, and Backend
- 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: Design, Frontend 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
Certificate, Web Design – Trident Technical College
Bachelor of Science, Health Promotion – University of Georgia

Atlanta, GA
Charleston, SC
Athens, GA