ALAN LI

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SKILLS

React, Redux, Javascript, Python, Flask, HTML, Pug, CSS, SQL, Express, NodeJS, AJAX, REST API, Docker, Material UI, SEO, SEM, CRO, Adobe Target, Google Analytics, Google Tag Manager, Drupal

PROJECTS

TemplateNote   (React / Redux, Python, Flask, Material-UI, React-Quill, Auth0)   live | github
TemplateNote is a note-taking web app that allows users to create templates for their notes.
- Developed a single page web app using React / Redux to handle the state of each notebook and note for easy and efficient page navigation.
- Enabled dark/light mode from Material-UI feature for users to take notes at night to allow for a customized user interface.
- Created autosave feature for React-Quill to save notes by comparing the state of the React-Quill content every 3 seconds.

Prova   (React / Redux, Python, Flask, SQLAlchemy, Material-UI, MapboxGL, Nivo, Auth0)   live | github
Prova is a run tracking app that helps visualize your progress with running with beautifully laid out graphs.
- Ensured user privacy using Auth0 to create and authenticate users.
- Implemented MapboxGL API coordinates and routing to display interactive maps with a drawline tool to calculate distance and direction and saved the data to the backend server.
- Utilized React/Redux to render components for routes and Nivo npm package to render stats from backend to allow for a customized user experience.

CookCamp   (React, Express, Sequelize, Material-UI)   live | github
CookCamp is an app to help you project manage each time you start to cook.
- Developed functionality to allow users to create and add projects to help manage their cooking using React Hooks for the frontend and Express server for the backend with Postgres Database.
- Leveraged material design library, Material-UI, to optimize UI and allow for consistent styling across the whole application.
- Created authentication using bcrypt to ensure user privacy.

VideoEats   (JavaScript, Express, Node, Pug, CSS, Sequelize, Postgres)   live | github
VideoEats is an app that allows users to search for restaurants in San Francisco and post video reviews and text reviews.
- Designed functionality to allow users who are logged in to write reviews, rate a restaurant, and delete their own review.
- Created site-wide search functionality to search for restaurants based on restaurant names and tags associated with restaurants using JavaScript and AJAX to fetch the backend database.
- Developed login and sign-up functionality that calls the backend using AJAX so users can write and track reviews.

EXPERIENCE

Mah Agency, L.L.C.
Digital Marketing Consultant   Aug 2019 - Jun 2020
- Optimized 6 websites and Google Ads campaign through ad copy testing, landing page optimization, and SEO.
- Implemented Google Tag and Google Analytics for all websites and data collection.
- Developed 4 A/B tests quarterly using Google Optimize HTML, CSS, and JavaScript.

KaVo Kerr
Digital Marketing Specialist   Feb 2019 - Jul 2019
- Optimized websites to increase SEO score by 4%-6% by analyzing broken aspects of each website and fixing all bugs.
- Assisted in the consolidation of internal websites and maintained relevant content on the website using Drupal 7.

Performance Racing Industry
Digital Media Specialist   Jun 2018 - Feb 2019
- Developed fully responsive email marketing campaigns and using HTML, CSS, and Salesforce Exact Target.
- Managed development of a new website in Drupal 8 using BugHerd to track bugs and progress.

EDUCATION

Full-Stack Software Engineering - *App Academy | Spring 2020*
- Rigorous 1000-hour software development course with <3% acceptance rate.

Bachelor of Arts, Economics - *University of California, Riverside | 2010 - 2014*