

# Derek Wu

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## Experience

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### AEM Web Content Author

INNOCEAN USA

Huntington Beach, CA

January 2025 - Present

- Create and configure new web pages utilizing reusable AEM components to deliver scalable, responsive, and accessible user experiences
- Worked with front-end and UX teams to implement interactive features, animations, and optimized layouts, improving user engagement and time-on-page.
- Track and document publishing workflows, adhering to brand guidelines and legal compliance standards
- Troubleshoot layout and content display issues within AEM, coordinating with development teams for resolution.

### Web Developer II

Glidewell Dental

Irvine, CA

January 2022 - December 2024

- 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 (AEM)
- Continuously improved custom component library by leveraging user feedback to refine functionality and develop new custom features
- Translated designs and wireframes into landing pages by collaborating with cross-functional teams and leveraging knowledge of HTML, CSS, and Javascript

### 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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**Languages:** HTML/CSS, Javascript, Typescript

**Technologies:** Next.js, Tailwind CSS, Shadcn.ui, React.js, Prisma, Clerk, MongoDB, Node.js, Express.js  
Git, npm, Bootstrap

## Projects

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### Alfred AI: The note-taking app with AI support — [Link](#)

- Integrated OpenAI for natural language processing, enabling the assistant AI to analyze existing notes, recall relevant information, and suggest new content.
- Utilized Pinecone for efficient data storage and retrieval, ensuring seamless user experiences.
- Implemented a responsive and accessible front-end using Next.js and Shadcn UI.
- Secured user authentication and session management with Clerk.

## Education

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California State University of Fullerton

B.A. in History