

Derek Wu

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Experience

Web Designer II

Glidewell Dental

Irvine, CA

December 2022 - Present

- Optimized website user interface and functionality for a global dental milling company contributing to a 40% increase in user interaction
- Developed digital marketing campaign collateral using HTML/CSS and Javascript that made up 58.5% of the top customer acquisition channels
- Maintained workflow efficiency by utilizing Git version control, enabling a streamlined development process and fostering collaboration within the team

Web Designer I

Glidewell Dental

Irvine, CA

January 2022 - December 2022

- Worked in a team of 4 to migrate a global dental manufacturing website from Contentful to Adobe AEM ensuring minimal downtime and preserving data integrity, leading to a reduced production build time of 25%
- Collaborated with cross-functional teams to design and develop user-friendly, responsive web pages using HTML, CSS and Javascript
- Integrated Google Tag Manager into multiple sites, enhancing UTM trackability for marketing campaigns leading to improved analytics and more precise measurement of campaign performance.

Web Developer/Account Manager

Mopro

Newport Beach, CA

May 2021 - January 2022

- Designed and developed custom websites for clients, averaging in a 32% increase in user engagement across clients, contributing to improved online visibility and customer satisfaction.
- 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

Language: Javascript, Typescript

Frontend: HTML/CSS, React.js

Backend: MongoDB, Node.js, Express.js

Tools: Git, npm, Bootstrap, Jira, Confluence

Projects

Canvas Collective: A MERN Powered Online Art Gallery — [Link](#)

- Online art gallery that enables users to submit paintings on a React frontend to MongoDB database through a RESTful API created using Express
- Data is pulled asynchronously and displayed in aggregate on a gallery page

Education

California State University of Fullerton

B.A. in History