

xian chen

PRODUCT MANAGER - FRONT-END DEVELOPER

experience

Branch

Product Manager & Lead Front End Developer

Jan 2018 - Present

- Oversee and lead web projects, ensuring timelines are met and deliverables are executed
- Document project requirements, communicating goals, scope, and level of effort to management and key stakeholders
- Efficiently manage the bandwidth of contractors, optimizing time and company resources to launch new web features
- Partner with Demand Generation in conversion rate optimization via SEO improvements, AB testing, and onboarding new tools like Drift
- Partner with Smartling and the Localization team to validate the architectural setup, process flow, and page rendering of non-US sites and collateral
- Integrate and develop for content management systems: Contentful, Wordpress, Webflow and Readme
- Collaborate with Legal and Security to ensure website compliance with GDPR and CCPA and security vulnerabilities like XSS are addressed
- Establish a responsive Design System, increasing development speed and code and design consistency
- Work closely with Design in creating templates and UI prototypes to optimize user experience flow
- Leverage HTML, CSS, Javascript, React, Ruby and Jekyll to build user interfaces and enhance personalized experiences

Gap Inc

Senior Front End Developer

Feb 2016 - December 2017

- Optimized website speed and load time via images compression and file format conversion, code minification and prioritizing resource loading
- Educated and trained development team on coding best practices, web optimization and performance, accessibility and responsive design
- Leveraged tools such as Optimizely and Tealium to perform A/B testing for landing pages, promotional campaigns, and category shops
- Built and maintained components for the in-house React-based CMS, Design System and JavaScript library
- Collaborated with team members to establish documentation of responsive web templates, style guides, and asset delivery guidelines

Front End Developer

May 2015 - February 2016

- Worked cross functionally in developing new responsive functional experiences, shops, promos, landing pages
- Conducted A/B and personalization tests using Adobe Experience Manager
- Tested and improved site accessibility and performance
- Partnered with GapTech in launching in-store wifi splash/email capture pages
- Established and documented components in a design system
- Train designers on responsive design, the grid system, and mobile-first design

Tata Consulting Services Software Engineer

September 2014 - April 2015

contact

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skills

Contentful

CSS/SASS Github

Google Analytics

Design Systems

HTML Illustrator

InVision Java

JavaScript JIRA

Liquid Marketo Node

Optimizely Photoshop

PHP Python React

Responsive

Design Smartling

Sketch SQL UX/UI

vwo Wordpress

education

BS in Computer Science

University of Massachusetts

Amherst