

JANICE CHOI

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SUMMARY

- Excellent HTML/CSS coding skills with focus on cross-browser compliance
- Industry experience in front-end development, information architecture, and search engine optimization
- Knowledge of interface design and user centered design methodologies developed through courses at the University of Waterloo

WORK EXPERIENCE

Web Architect and SEO Specialist Jun. 2010 - Aug. 2010
Apption Corporation, Ottawa, Ontario

- Drove the restructuring of Apption's corporate website, improving its information architecture and user experience
- Conducted in-depth keyword research and managed the creation of keyword targeted content for the website
- Optimized on-site elements and content to increase rankings in major search engines (#1 ranking for 5 targeted keyword phrases)
- Analyzed performance of SEO strategy through Google Analytics and Google Webmaster Tools

Web Marketing Specialist Sept. 2009 - Dec. 2009
Apption Corporation, Ottawa, Ontario

- Directed the redesign of the Gazaro online press kit and implemented using HTML and CSS
- Implemented a new web design for Apption's corporate website in Squarespace CMS
- Managed web marketing campaigns to increase subscribers (1200+ new accounts and 4000+ page views generated over two weeks)
- Generated rich blog content driving a 150% increase in unique visitors

Engineering CADD Assistant May 2008 - Aug. 2008
Toronto Transit Commission, Toronto, Ontario

- Initiated and implemented the design of a system that allows large volumes of drawings and specifications to be viewed electronically using HTML, ASP, and AJAX
- Added new features for TTC's web-based Review Routing system in ASP as required by end users
- Analyzed the usability of the system and provided a project plan outlining recommendations for future improvements

VOLUNTEER WORK

Coffee House Volunteer Jun. 2010 - Aug. 2010
Capital City Mission, Ottawa, Ontario

- Engaged in conversations with attendees from low income or underprivileged backgrounds at weekly casual coffee house meetings

Teaching Volunteer Jan. 2009 - Apr. 2009
Franklin Horner Community Center, Etobicoke, Ontario

- Taught seniors basic computer and Internet skills through weekly organized lessons
- Lead Q&A sessions for seniors with a higher understanding of computers

EDUCATION

Bachelor of Applied Science, Honours Systems Design Engineering
University of Waterloo, Waterloo, ON (2011)

PORTFOLIO

View my portfolio at <http://www.janicechoi.com>.