KATHIA TERAN

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EXPERIENCE

Braven Agency, Los Angeles, CA (Remote) / Figma, HTML, CSS, PHP, CursorAI, GA4, platforms: Webflow, Wordpress, Wix, Shopify

UX Developer — Jul 2025 - Present

- Designed websites and application prototypes from: research stages, wireframe proposals, site maps, style guide, mobile version, to design system development and final prototypes on Figma.
- Delivered full website design, development, and optimization solutions for US-based businesses across various industries. e.g. DTC eCommerce site (please see project description here)
- Optimized website UI's with: market research, A/B testing, CTA design, using analytics tools like Google Analytics 4 and Ahrefs, and efficient SEO. Additionally, implemented site automations.
- Utilized AI tools like:
  - CursorAI to add customized code more efficiently on a per-request basis.
  - OpenAI and Gemini Pro to generate effective: UX writing, SEO metadata, taglines, keywords and phrases for SERP positioning, images, and achieve most optimized site map for lead conversions and user journey.
- Managed 3 to 4 client accounts at a time, with industries ranging from E-commerce, business coaching, and food industry, meeting tight deadlines and conducting platform training directly with clients while also addressing further requests.
- Managed the agency's pages, landing pages, social networking platforms and other headless-style marketing endeavors, adddig custom code where necessary, optimizing SEO, editing with Elementor Pro, managing settings with API integrations, etc.
- Worked in an agile-like environment using Asana, working closely with account managers to guarantee client satisfaction.

Global Center for Climate Justice, Boston, MA (Remote) / Webflow + CMS, Figma, Google Cloud Console, Make automation

UX/UI Designer — Feb 2024 - Feb 2025

- Redesigned principal website with customized animations, following the Center's Director's design vision closely: *site*.
- Implemented different capabilities such as email automation with Google's Cloud Console and the Make platform.
- Improved site performance, user journey, and CTA design: optimizing site's CMS setup and design, principal color palette, font hierarchies, minifying CSS, caching, compressing images, and testing with tools like PageSpeed.
- Conducted market research and analyzed KPIs through Google Analytics, and utilized Clay for marketing outreach.

COMCAST, Philadelphia, PA (Hybrid) / Javascript ES6, REST, GraphQL, JSON, Node.js, AWS S3, Concourse, Jira, Confluence, Scrum, Github

Full Stack Developer — Mar 2022 - Jun 2023

- Responsible for various frontend and backend tickets for company's streaming devices (e.g. Set-Top Box, Flex Box, Xumo TV): built user interfaces for assigned device design system, built Storybook interfaces with test cases, refactored middleware, etc.
- Analyzed RESTful and GraphQL API requests in Postman, and carried integration testing with HTTP protocols to ensure application performance from various large databases.
- Led cross-functional technical projects on Jira, presenting data-driven analysis and solutions on Confluence.
- Aligned deliverables in a CI/CD project lifecycle with various teams to provide swift and efficient solutions.
- Managed deployments to AWS S3 buckets through Concourse pipelines, along with staging, bug handling and rollbacks.
- Triaged complex bug epics, coordinating with technical and non-technical teams to ensure complete resolution.
- Trained new and junior developers on application development process and Lightning.JS (Comcast's in-house JS library).

Charter Communications, St. Louis, MO (Remote) / NoSQL, MongoDB, React, Recharts, Typescript, Tailwind, Kanban, BitBucket

Software Data Developer — Oct 2021 - Feb 2022

- Built internal portal components with Typescript, React-Router, Reactstrap, Axios, Express.js and Node.js.
- Responsible for building dashboard page from scratch with Recharts React library and the MongoDB Aggregation Pipeline.
- Analyzed data from 5 internal billing client session databases, with real-time data averaging in millions of rows.
- Designed data graphs for company's stakeholders, presenting customer usage insights aimed for service improvement.

Syntel Inc, (Remote) / React (Redux environment), Node.js, NoSQL, MongoDB, Mongoose, Webpack, JWT Authentication, Jest, Github

ReactJS UI Developer — Mar 2021 - Aug 2021

- Built and enhanced features for an eCommerce platform with Tensorflow image classification technology.

- In charge of modules like an e-mail messaging tool using Nodemailer for faster customer service capabilities.
- Implemented password hashing using Bcrypt and JWT Authentication with MongoDB database password storage.
- Performed test cases with Jest and React's Testing Library.

HCDC Tech Consulting, Park City, UT (Remote) / Adobe Illustrator, React, Node.js, MongoDB, Express, AWS S3
UI Developer & Digital Marketing Manager — Jul 2020 - Mar 2021

- Designed company's MVP using Adobe Illustrator based on market research and cohort analysis.
- Built interfaces with React, using Context API for state management, hooks like useMemo for faster rendering, and useQuery for data fetching, and Babel and Webpack for browser compatibility.
- Handled deployment and co-configured application and AWS S3 bucket with backend developer.
- Executed a digital marketing campaign plan along with budget plan, carrying A/B testing and identifying cohort usage.
- Utilized social media and tools like SEMRush for SEO, and MailChimp email automation for user engagement.
- Measured KPI performance using Google: Tag Manager, Analytics, and Ads.

NYIT Energy & Green Technologies ML Lab, New York, NY (Hybrid) / Python (Scikit-learn, SciPy, NumPy, Matplotlib)
Machine Learning Research Assistant — Jun 2019 - May 2020

- Helped build machine learning models in Python that predict the energy performance of buildings.
- Performed Supervised and Unsupervised Learning accuracy testing in Python using large environmental input datasets.
- Applied Regression and Multivariate data analysis on various datasets, with classifiers like: SVM, KNN, FCM, HMM, Multilayer Perceptron and LDA.
- Utilized Python libraries like Pandas NumPy to clean and standardize datasets, as well as Seaborn for visualizations, etc.

SKILLS

Software Development: JavaScript ES6, React, Typescript, Node.js, Express.js, HTML5, CSS3, Material UI, Tailwind, Bootstrap 4, Storybook, Figma, Jest, React Testing Library, Java Spring Boot 1.4
Data Analytics & Visualization: Excel, SQL, NoSQL, Python (libraries: Scikit-learn, SciPy, NumPy, PyTorch, Matplotlib - Pandas & Seaborn), Google Analytics, Google Ads, SEO, SEMRush, BigML, MonkeyLearn, Google AutoML NLP, Tableau
Data Management & ETL Tools: MySQL, MS SQL Server, MongoDB, MongoDB Aggregation Pipeline, Postman, GraphQL, RESTful API implementations, JSON, Apache Spark (SQL, RDD, ML) and Hadoop (MapReduce), AWS S3
Project & CRM Tools: Jira, Confluence, Github, BitBucket
Languages: Bilingual English and Spanish, advanced French

EDUCATION

New York Institute of Technology, New York, NY
M.S. Computer Science — Jan 2018 - May 2020

- *Relevant Courses:* Big Data Mgmt & Analytics (Hadoop & Spark), Machine Learning (Python), Database Mgmt (SQL)

Digital Campus, Paris, France
Professional Certificate — May 2015 - Dec 2015
Web Development, UX/UI Web & Mobile Design, Interaction Design, Motion Design in After Effects.

Northeastern University, Boston, MA
B.A. Film & Communications - Media & Multimedia — Sep 2007 - Aug 2012