



Michael

ANDERSON

MOBILE APP DEVELOPER

Creative Mobile Platform Engineer with 6 years of experience in the e-commerce sector, focusing on developing mobile applications that enhance the online shopping experience. My background includes designing intuitive interfaces and implementing features that improve conversion rates. I have a strong grasp of customer behavior analytics and utilize this knowledge to inform app design and functionality.

CONTACT

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SKILLS

- E-commerce Development
- User Analytics
- A/B Testing
- User Experience Design
- React Native
- Cross-Functional Collaboration

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, UNIVERSITY OF COMMERCE, 2015

ACHIEVEMENTS

- Recognized for outstanding performance with the 'Innovator Award' in 2018.
- Successfully increased app user retention rates by 35% through targeted updates.
- Achieved a 4.7 rating on the App Store for the shopping app launched in 2019.

WORK EXPERIENCE

MOBILE APP DEVELOPER

ShopEasy Apps

2020 - 2025

- Developed a mobile shopping app that increased sales by 45% during promotional events.
- Implemented A/B testing for app features, leading to a 25% improvement in user conversion rates.
- Collaborated with UX designers to create an engaging user interface that won a design award.
- Utilized Google Analytics to track user behavior and inform future app enhancements.
- Worked with cross-functional teams to launch marketing campaigns, resulting in a 30% increase in app downloads.
- Maintained regular updates based on user feedback and emerging e-commerce trends.

JUNIOR MOBILE DEVELOPER

RetailTech Solutions

2015 - 2020

- Assisted in the development of a mobile app that streamlined the customer checkout process, reducing cart abandonment by 20%.
- Utilized React Native to create cross-platform applications, improving project timelines.
- Conducted market research to identify user needs and preferences for app features.
- Collaborated with the marketing team to optimize app store listings, increasing visibility.
- Maintained project documentation and contributed to team knowledge sharing.
- Participated in code reviews to ensure adherence to best practices and enhance code quality.