



MICHAEL ANDERSON

LEAD UX DEVELOPER

PROFILE

Dedicated User Experience Web Developer with a strong focus on creating seamless digital experiences for e-commerce platforms. With over 8 years of experience in the retail industry, I have honed my skills in user-centered design, conversion rate optimization, and A/B testing. My expertise in both front-end and back-end development allows me to create cohesive and efficient web solutions that drive business results.

EXPERIENCE

LEAD UX DEVELOPER

Retail Innovations Corp.

2016 - Present

- Led the redesign of the e-commerce platform, resulting in a 25% increase in sales.
- Conducted extensive user research and usability testing to inform design decisions.
- Collaborated with marketing teams to optimize landing pages for conversion.
- Implemented A/B testing strategies to measure user engagement and improve site performance.
- Utilized tools like Sketch and Figma for prototyping and wireframing.
- Mentored junior developers and conducted workshops on UX best practices.

WEB DEVELOPER

E-commerce Solutions Ltd.

2014 - 2016

- Developed and maintained responsive web applications for various retail clients.
- Worked on integrating payment gateways and optimizing checkout processes.
- Collaborated with designers to create user-friendly interfaces that enhance shopping experiences.
- Analyzed user data to identify pain points and improve overall site usability.
- Participated in daily stand-ups and contributed to sprint planning sessions.
- Increased user retention rates by 15% through targeted UX improvements.

CONTACT

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SKILLS

- HTML
- CSS
- JavaScript
- UX Research
- A/B Testing
- E-commerce

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN WEB DESIGN,
CREATIVE UNIVERSITY

ACHIEVEMENTS

- Successfully increased conversion rates by 30% for a major client.
- Received a commendation for leading a project that enhanced user satisfaction significantly.
- Completed a UX certification course with high distinction.