

HIEN PHAM

Front-end Web Developer | Web Designer

W he-in.art

✉ htpham1990@gmail.com

🔗 github.com/hiinhiin

🎨 dribbble.com/Hiin

Starting off my career in digital marketing, I have since switched gears to web design and front-end development for the past six years, maintaining a strong marketing perspective and creative, open mindset. My curiosity and care for the end-user experience have inspired me to keep exploring, learning, and growing to stay aligned with the industry. I strongly believe in a quote by Sir Tim Berners-Lee: "The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect." Therefore, I want to make websites that work for everyone.

Work Experiences

Front End Web Developer - Kiosk Creative

DEC 2019 - MARCH 2023 | NOVATO, CA

Built websites, theme, web apps

Integrated Third Party API

Audited Web Accessibility and improved web performance

Maintained and updated web components

Front End Web Developer + Web Designer - Randall Reilly

OCT 2017 - SEPT 2019 | TUSCALOOSA, AL

Improved and support in-house digital marketing internal reporting tools and analytics.

Redesigned and implemented a driver recruiting multi-sites.

Led collaborative creative process and designed/developed prototypes to improve all digital products' UX & UI across platforms.

Ran series of A/B tests for CareersInGears and refactored UI components to increase active search to conversion from the homepage .

Freelancer in web design, web development & marketing design

JAN 2015 - PRESENT | SELF-EMPLOYED

Helping local businesses and organizations design, build, enhance & maintain their websites and other branding products.

Performance Marketing Coordinator - Randall Reilly

DEC 2016 - OCT 2017 | TUSCALOOSA, AL

Managed, strategized, analyzed & executed million dollar net worth digital marketing campaigns for clients in the trucking and construction industry.

Education

2014-2015 **Emerson College - Boston, MA**

M.A Global Marketing Communication and Advertising, GPA: 3.6

2010-2012 **Keuka College - Keuka Park, NY**

B.S Business Management and Communication, GPA: 3.4

Development

HTML / CSS (SASS, LESS)

Javascript (VueJS, JQuery, ReAct)

PHP (Wordpress & Laravel)

Bootstrap, Materialize

Data: Mysql, phpMyAdmin

Agile Process (Scrum, Kanban)

Bitbucket, GitHub

Design & Analytic Tools

Adobe Xd, Sketch, Figma, WebFlow

AdobePhotoshop, Adobellustrator

Google Search Console

Google Analytics

Google Optimize (A/B Testing)

UI + UX

Digital Marketing

Google Ad Certified

Facebook Business

Data Analyze

Google Analytics

Marketing Strategy