

# Kate Lois G. Follett

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## FULL-STACK WEB DEVELOPER

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Full-stack web developer with two years of experience as a Digital Marketer for several start-ups and with working knowledge of both Ruby and JavaScript frameworks. Transitioned into coding for the love of learning and to help contribute to applications that enrich lives and build communities.

### TECHNICAL SKILLS

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JavaScript, React, HTML, CSS, Redux, Ruby, Ruby on Rails, PostgreSQL, JSON, RESTful APIs, Node.js, GitHub, Mac OS, Linux

### TECHNICAL PROJECTS

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#### **Pelikula** - ([github.com/kateskips/pelikula](https://github.com/kateskips/pelikula))

A movie nomination app that lets people nominate their favorite movies

- Constructed user-facing features in React using state and props to display, nominate and innominate movies
- Scraped OMBd API for movie database search to show results

#### **Common** - ([github.com/kateskips/common](https://github.com/kateskips/common))

A conversation starter app that helps people engage in communication through questions

- Implemented user interface employing React and Redux with styled-components for styling
- Merged Redux Thunk Middleware to handle and display all questions in one designated page
- Developed a Rails API backend that stores both questions and themes, using PostgreSQL for data management
- Async fetch request to get, post, and update questions

#### **Thug Advice** - ([github.com/kateskips/thug-advice](https://github.com/kateskips/thug-advice))

A community driven advice sharing app that brings guidance and positivity to people

- Established front-end with Vanilla JavaScript along with Material-UI for design
- Assembled a Rails API backend to handle all advices and topics, using PostgreSQL for data management
- Async fetch request to get, post and update advices

#### **Truth Candy** - ([github.com/kateskips/truth-candy](https://github.com/kateskips/truth-candy))

A website for the New Media Artspace Exhibit at Baruch that showcases all students' final media projects

- Streamlined a user-friendly webpage in HTML with Bootstrap styling
- Moderated website for any changes and installations
- Installed interactive navigation bar with JavaScript for easy site navigation and organization

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## EXPERIENCE

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### **Laboratoires Expanscience – Mustela USA**

Digital Marketing Associate

New York, NY  
12/2017 - 02/2018

- Devised user web experience and design, including content creation, layout, research, and customer journey to enhance the user experience. Produced an increase in sales and traffic by 50%
- Demonstrated great customer feedback and communication across all social media channels which led to loyal returning and new customers
- Collaborated with Director of Marketing in brainstorming strategies to bring more customers and sales

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## EDUCATION

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### **Flatiron School**

Certificate in Computer Software Engineering

New York, NY  
04/2019 - 11/2020

### **Baruch College – City University of New York**

Bachelor of Arts, Major in Communication Studies  
Minor in New Media Arts

New York, NY  
08/2016 - 08/2018

Relevant Coursework: Principles of Internet Design, Basic Graphic Communication: Design and Advertising Layout, Introduction to Web Design, Introduction to New Media Arts, Introduction to New Media Arts in Theory and Practice