Frederick Chon

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EXPERIENCE

Web Developer   March 2022 – September 2024
goop   *Santa Monica, CA*
- Led development of a custom WordPress template (HTML, CSS/SASS, JavaScript, jQuery, PHP) to transition from manual page-building to 100% self-service content creation, significantly reducing development overhead.
- Built reusable React components (TypeScript, styled-components) with Cypress test coverage including the "GP's Pick" badge by integrating WordPress backend data into a dynamic frontend.
- Created and expanded a library of reusable WordPress components, streamlining new feature creation and enabling rapid iteration on content layouts.
- Helped launch the good.clean.goop vertical using Elementor in collaboration with marketing and design teams, ensuring consistent brand messaging for Target and Amazon customers.
- Mentored a junior developer via pair programming and knowledge-sharing sessions, improving coding proficiency and accelerating project delivery timelines by 30%.
- Managed the migration from Emarsys to Iterable, creating custom email templates and reusable components that supported uninterrupted marketing campaigns.

Junior Web Developer   March 2021 – March 2022
goop   *Santa Monica, CA*
- Improved development efficiency by creating a SASS-based starter template, eliminating repetitive HTML/CSS/JavaScript coding and ensuring consistent, Figma-aligned layouts for new web pages.
- Streamlined developer workflow by building a Bash script integrating TinyPNG's API to automate image compression, bypass the 20-image limit, and deliver high-quality assets.
- Built and maintained responsive WordPress pages from Figma designs using HTML, CSS, and JavaScript, elevating user experience through pixel-perfect layouts, brand-aligned styling, and improved accessibility.
- Created custom email templates with Emarsys, enhancing campaign engagement and maintaining consistency across marketing initiatives.

PROJECTS

Royal Fashion | *React, TypeScript, Redux, Firebase, Stripe, GraphQL*   github
- Built a full-stack e-commerce application with React & TypeScript, featuring secure online payments through Stripe to demonstrate a complete end-to-end solution.
- Streamlined data flow with GraphQL and Redux, centralizing state management and ensuring seamless synchronization across products, shopping carts, and user profiles.
- Leveraged Firebase for user authentication (including Google sign-in), showcasing a serverless approach to data handling and simplified back-end maintenance.
- Created a responsive UI with SASS and styled-components while implementing unit tests in Jest, ensuring both modular code and robust front-end quality.

fredchon.dev | *Astro, TypeScript, Tailwind CSS*   github
- Built a personal blog & portfolio with Astro and TypeScript, achieving 100% scores in Performance, Accessibility, Best Practices, and SEO on Lighthouse, demonstrating exceptional site optimization.
- Employed Tailwind CSS for responsive design, ensuring a cohesive user experience across devices.
- Authored interactive blog posts with MDX, featuring in-line code snippets, tutorials, and demos to showcase front-end development expertise.

TECHNICAL SKILLS

Languages: JavaScript, HTML/CSS, TypeScript, PHP
Frameworks: React, WordPress, styled-components, Tailwind CSS, Astro
Developer Tools: Git, Docker, Jest, Cypress, Figma, VSCode

EDUCATION

California State University, Los Angeles   Los Angeles, CA
Electrical Engineering   *2013 – 2015*