Nicole Tsang

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SKILLS & OTHER

Technical Skills: HTML, CSS, Javascript, React.js, React Native, Next.js, Expo, JQuery, Node.js, MongoDB, API
CMS Platforms: WordPress, RebelMouse, Hubspot, Webflow
Design Tools: Adobe Creative Cloud, Figma, Canvas

RELEVANT WORK EXPERIENCE

Narcity Media Group, Montreal QC   June 2022 - December 2024
Front-End Developer
- Developed the mobile application using React Native, designed to showcase original written and video content of MTL Blog, reaching over 200 users in the first month of launch, with a 5% increase of users each month.
- Integrated APIs for the MTL Blog app to deliver personalized app experiences and ensuring the security of user data transmissions in MongoDB.
- Led the migration from an external email marketing platform to Node.js automated daily newsletter system, reducing annual costs by $10 000.
- Built reusable web components for the B2B website on HubSpot, reducing development time by 50% and ensuring scalable, maintainable solutions across multiple projects.
- Implemented case study pages on HubSpot in collaboration with the Product Manager and Designer to showcase Narcity's B2B impactful campaigns, leading to a 32% increase in conversion rates from new clients.
- Updated Narcity's event pages using Next.js and Webflow to promote company-hosted meetups for young content creators, providing event updates, news, and ticket information, which contributed to sold-out events.
- Improved page load performance by optimizing RSS feeds in Rebelmouse, resulting in 60% faster content loading.

Junior Front-End Developer
- Maintained and optimized B2B and B2C websites, ensuring 99.9% uptime and uninterrupted user access through quality assurance testing across all browsers and devices.
- Revamped Narcity Media B2B pages by reviewing and assessing Figma designs for feasibility, ensuring an accurate representation of Narcity's brands, work culture, and advertising services.

Nestle Nespresso SA, Montreal QC   July 2021 - January 2022
Web Designer Intern
- Designed push notification previews on Adobe XD, reaching 10,000+ daily users and improving click-through rates by 8% within the first quarter.
- Created festive-themed landing pages and UI mockups for holiday product sales, enhancing user engagement with seasonal visuals and product placement, resulting in 100% product sellout within two days of launch.
- Edited illustrations and visuals using Adobe Illustrator and Photoshop, ensuring alignment with campaign goals and website aesthetic needs.

EDUCATION

Concordia University Continuing Education   2022
Diploma, Web Creation and Design

Concordia University   2020
Bachelor of Art, Communication Studies