

MICHELE CHEOW

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Summary

A seasoned Senior Front End Developer with 15 years of experience building dynamic user interfaces, with a strong focus on accessibility. Proven ability to develop and deploy high-quality, user-friendly web applications. Developed and maintained web applications for a variety of industries, including entertainment, e-commerce, healthcare, and hospitality.

Skills

- HTML5, CSS3, Javascript (ES6+), jQuery, SASS, Bootstrap, React, ADA Compliance, WCAG 2.1 Accessibility Standards, Razor (.Net), Smarty (PHP), templating PHP knowledge, MySQL, basic UNIX commands, Sitecore, WordPress theming, Sage Starter Theme, WordPress hooks
- Photoshop, Sketch, InVision, Zeplin, Figma
- JIRA, Confluence, Git, Webpack, Node Package Manager, Bower for front end packages, Azure DevOps

Experience

Digitas Health, Principal Software Engineer

Las Vegas, NV Aug 2021 – Jul 2023

- Spearheaded the successful execution of multiple \$100,000 projects for prominent pharmaceutical clients, collaborating seamlessly with cross-functional teams
- Pioneered the development of cutting-edge components and features, leveraging HTML, modular Sass, ES6+, and Razor within Sitecore and .NET environments
- Managed the maintenance and updates of DigitasHealth.com, a WordPress build
- Distinguished member of Digitas Health's Accessibility Council, actively championing and supporting accessibility optimization services across the organization
- Diagnosed and resolved issues in 3rd party React code packages from vendors, ensuring seamless integration and overall system stability
- Nurtured the growth of junior developers by providing expert technical guidance and mentorship through comprehensive code reviews, significantly enhancing team skills and code quality
- Instituted process improvements in the developer workflow, streamlining operations and boosting team productivity

Wynn Resorts, Front End Web Developer

Las Vegas, NV Nov 2017 – Aug 2021

- Attained accolades as the Developer of the Quarter in Fall 2018, exemplifying outstanding leadership while guiding developers and third-party development contractors through the Wynnlasvegas.com redesign
- Crafted sophisticated user interfaces using Bootstrap, Angular, jQuery, modular LESS and SASS, and Gulp
- Developed user interfaces within the Sitecore CMS, C#, Razor syntax, and HTML for the presentation layer
- Collaborated with Sitecore developers to design, develop, and deploy Sitecore solutions
- Conducted technical interviews for Sitecore developers, evaluating their skills in Sitecore development, .NET, and general front end knowledge
- Played a vital role in sprint planning meetings, estimating tasks, contributing to efficient project execution
- Worked closely with stakeholders to gather requirements and ensure the final product met the needs of the customer

Levy Online, Senior Front End Web Developer

Las Vegas, NV Sept 2016 – Sept 2017

- Engineered responsive custom themes using Sage, a WordPress starter theme, Custom Post Types, Bootstrap, SASS, jQuery, Gulp and Bower compilers, and MySQL, culminating in amplified user experiences and elevated customer satisfaction
- Led development projects and adeptly managed tasks through JIRA, effectively delegating responsibilities to achieve project milestones
- Played a pivotal role in project planning with clients, providing accurate time estimations for tasks and ensuring seamless project delivery
- Provided invaluable support to the SEO and PPC departments by developing high-converting landing pages and implementing Google Tag Manager injections and schema markup

9seeds, Web Developer, Independent Contractor

Las Vegas, NV Aug 2014 – Sept 2016

- Built responsive custom WordPress themes from scratch or with Genesis child themes, using jQuery, SASS and SVGs
- Developed Custom Post Types and created custom fields with CMB2 and ACF plugins
- Sliced up design assets from Photoshop files when building custom themes
- Participated in project planning meetings with clients and estimated time for tasks
- Performed maintenance tasks on pre-existing sites using the Infinite WP dashboard, such as updating plugins, ensuring backups are running and running Sucuri malware scans

SK+G, Web Developer, Independent Contractor

Las Vegas, NV Apr 2014 – Aug 2014

- Developed marketing landing pages and incorporated form validation to capture user data
- Built responsive HTML e-mails for various marketing campaigns
- Worked with legacy code within Silverstripe CMS framework

Ultimate Gaming, Senior Front End Web Developer

Las Vegas, NV Apr 2013 – Mar 2014

- Developed marketing websites alongside 3rd party WordPress development company
- Managed launch of new sites and new functionality to marketing properties, Ultimatepoker.com and UCasino.com
- Built functionality off the Genesis Theme and WordPress core functionality
- Developed UCasino.com to be responsive

Provident Trust, Web Developer, Contractor

Las Vegas, NV Jan 2013 – Mar 2013

- Developed HTML/CSS templates with jQuery functionality according to web standards
- Verified cross-browser compatibility and made adjustments where necessary
- Extracted graphics from Illustrator files to create sprites and other graphics

American Express, Lead UX/UI Engineer, Contractor

NYC, NY Apr 2012 – Oct 2012

- Built prototypes for Serve, a prepaid card service, with HTML/CSS/jQuery based on wireframes
- Participated in UX and UI brainstorming meetings by sketching out user flows, concepts and variations
- Developed user interface in ASP.NET MVC framework, using C# and HTML for the presentation layer

DNAinfo.com, Web Developer

NYC, NY Nov 2010 - Apr 2012

- Lead developer on DNAinfo's mobile site, built using HTML/CSS and jQuery
- Managed the front-end of DNAinfo's Crime and Safety Report, DNAinfo's first paid content endeavor
- Debugged and developed portions of Javascript and PHP
- Wrote MySQL scripts to insert data entries into the database

Marvel Entertainment, Front End Web Developer

NYC, NY Jun 2008 - Nov 2010

- Collaborated with a consulting company as the front-end lead on the multi-million dollar re-design
- Consulted with a Georgia-based development company regarding the front-end for the re-design
- Developed with the Smarty PHP templating system and Zend PHP framework during redesign
- Managed small projects by gathering assets and collaborating with backend developers
- Debugged and developed portions of Javascript, PHP and XML code as necessary

Education

Udemy, 2020 - 2021

The Complete JavaScript Course 2021

The City University of New York, College of Staten Island

Bachelor of Science: Communications – Publication Design, Summa Cum Laude; GPA: 3.9