

Serena J. Entezary

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(401) 578-3814

TECHNICAL SKILLS

Languages, Frameworks/Libraries, & Databases: HTML, CSS/SASS/LESS, JavaScript, TypeScript, React.js, Node.js, jQuery, PHP, Python, Django, Ruby, Ruby On Rails, GraphQL, PostgreSQL, MySQL

Software, Tools, & CMS: Jenkins, Docker, Git, GitHub, Optimizely, Jest, Enzyme, Webpack, Gatsby, Storybook, Drupal, WordPress, Contentful, CommerceTools, Webflow, Weebly

Design: Figma, Adobe Suite, Sketch, InVision, Zeplin, Communication, Storytelling, Presentations, User Flows, Personas, Wireframing, Prototyping, A/B Testing, Mobile-first Design, Accessibility-focused, Design Systems, Miro, Notion, Qualtrics

PROFESSIONAL EXPERIENCE

Developer, UX Researcher, & UX/UI Designer

Remote

Contracts

06/2021 – Present

- Developing websites in WordPress based on Figma prototypes to improve overall user experience, and increasing accessibility, SEO, and total visitors, donors, and members. Improved the loading time for one site, reduced by 15 seconds.
- Developing a website in React.js using TypeScript, Chakra-UI, Vercel, and Firebase so that volunteers of the Rhode Island Audubon Society can record data collected about ospreys and bluebirds.
- Designing new user flows, design systems, branding, low-/high-fidelity wireframes, and prototypes in Figma for nonprofits and start-ups using research findings, restructuring information architecture and business strategy.

Software Engineer

Remote

SimpliSafe

04/2019 – 06/2021

- Built the future eCommerce platform as part of a team effort utilizing functional programming in React.js with TypeScript, modular SASS, Jest with Enzyme, Storybook, Gatsby, GraphQL, Jenkins, CommerceTools, and Contentful.
- Worked on the UK team building features for the site in PHP, utilizing Drupal as the CMS, and using JavaScript, jQuery, SCSS, HTML, MySQL, GitHub, and Docker. Used Jira and Confluence for managing tickets and documentation.
- Increased the ease of the UK promotion process and added new features to promotions, reducing the time taken to develop, code review, and test a new promotion from a minimum of 60 hours to a maximum of 3 hours total.
- Implemented the Loqate API as an Optimizely A/B test using JavaScript and jQuery, Jest to test, and Webpack to bundle, to provide Customer Service Representatives (CSRs) with address suggestions and auto-population, which led to many positive reviews and fewer mistakes in the customers' addresses.
- Founded employee resource groups (ERGs) within the company and worked as a leader in the Diversity, Equity, & Inclusion Task Force: Community Team to improve the experience for marginalized groups within the company.

Application Development Analyst

Boston, MA

Accenture

02/2018 – 04/2019

- Developed features for applications, wrote out design documents and thorough documentation for each feature about changes made to the processes, data model, user interface, and logic. Utilized Pega, JavaScript, HTML, and CSS.
- Completed Design Thinking Academy and co-facilitated Design Thinking sessions for the Truly Human initiative.
- Previous Boston Lead for Mental Health Allies and Co-Lead of Boston Middle Eastern & North African ERG.

EDUCATION

Career Launcher UX Student

Remote

Harness Projects

01/2023 – 08/2023

Junior Full-Stack Web Developer

Boston, MA

Launch Academy, Inc.

07/2017 – 11/2017

- Learned full-stack web development in an intensive program, contributed and presented in groups, and supported peers.
- Applied skills such as pair programming, test-driven development, and object-oriented programming using React, Ruby on Rails, and PostgreSQL to build RESTful applications with full CRUD capabilities.

Bachelor of Arts in Psychology

Chestnut Hill, MA

Boston College, Morrissey College of Arts and Sciences

09/2011 – 05/2015

- Cum Laude; Relevant Courses: Computer Science I (Python), Senior Thesis I & II | GPA: 3.62; Major GPA: 3.86