

SHERRI CUI

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Independent full-stack web developer with experience delivering human-centered design and building from scratch with Node.js, React, and PostgreSQL.

Coscove

2021 - Present

CO-FOUNDER

Designed and developed fully functioning 2-sided web marketplace from zero

Freelance Web Developer

2019 - Present

SELECT CLIENTS

Vogue Dental Studios, CazincThe Label, Air Publish

KEY ACHIEVEMENTS

- Full website redesign with continual monitoring and optimizing, leading to 310% increase in traffic, 1.8x growth in conversion rate over a three-year tenure
- Redesign e-commerce web components reaching over 370k users with 10% increase in conversions and 330% increase in revenue over one year

WEB DEVELOPMENT

- Redesigned and built websites from scratch, using analytics-led insights to restructure content and improve UX, resulting in increased mobile traffic by 270% and mobile conversions by 3x
- Transitioned tech stacks to headless CMS reducing page load time by 160%
- Integrated analytics tools, introducing a culture of data-backed feedback loops
- Developed REST APIs to automate lead follow up, improving retention by 40%
- Implemented test coverage for features, reducing customer complaints by 60%

SEO & ADVERTISING

- Increased search traffic by 10x through technical and content optimization
- Achieved top 5 position for 4 high-value high-traffic phrases in the industry
- Reduced per lead ad spend by 60% by optimizing cross-platform tracking and running retargeting advertising campaigns

OPERATIONS

- Introduced operations practices which reduced response time by 50%
- Developed internal tools to track thousands of customers, reducing missed communications by customer relations team by 80%

Freelance Content Creator

2015 - 2019

- Produced and conducted 50+ multiple-camera shoots for marketing content
- Automated content editing process to reduce editing time
- Raised content quality and variety resulting in 40% increase in engagement

EDUCATION

Bachelor of Engineering Science in Nanoengineering • 2011 - 2015
University of Toronto, Prof. Amr Helmy, Photonics Group

SKILLS

React, Typescript, Next.js, Node.js, SQL, PostgreSQL, Python, Git
Adobe Suite, Google Analytics, Meta Business Suite, Shopify