

Daphne Watson

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Summary

Solutions-oriented Technical Project Manager with over two years professional experience in agile software development in the technology industry and five years across multiple industries. Proven ability at overseeing all facets of the agile project lifecycle, including planning, evaluating, and scoping deliverables, resources, and risks. Skilled in agile workflow, research, critical thinking, and troubleshooting technical issues.

Skills

JavaScript	Shopify	Project Management
Node.js	Wordpress	Business Analysis
HTML, CSS, Sass	Google Analytics, SEO	Responsive Design
Git, Vim	Google Tag Manager	SCRUM Agile Development
Adobe CMS Tools	Photoshop	User Testing
Web Accessibility	JIRA (Wikis)	Relationship Management
Chrome Developer Tools	AWS, Amazon Seller Central	Risk & Time Management
Github	Foundation, Mail Chimp	Vendor Management

Experience

Annmarie Skincare Berkeley, CA

March 2019 - March 2020

TECHNICAL PROJECT MANAGER

- Contribute to increasing revenues by over 20% within the last year. Improve website speed by 50% and the end-user experience. Design, create, and implement product pages on Shopify for the e-commerce website using HTML. Manage projects to deploy new features, troubleshoot issues, track and manage bug fixes, new tags, and SKUs.
- Facilitate an excellent client experience and revenue growth. Manage the agile development process for implementation of design and UI/technical features of the e-commerce and blog websites. Evaluate troubleshoot, and complete technical installation tasks for apps and software across departments, including Sales, Marketing, Operations, Customer Care, etc. Monitor and review analytics to enhance performance accordingly, using Chrome Developer Tools.
- Drive revenues and increase website traffic, while reducing technical debt and rework. Gather research to create a roadmap for website features and design going forward. Communicate and provide direction and thought leadership for senior management to make strategic decisions. Create and improve processes and documentation around product management (e.g., SKUs, operation reports, product pages).
- Expedite time-to-market. Collaborate and manage relationships with internal teams, third-party development teams, server hosting vendors, UX/web designers, Project Managers, domestic and international.

Naked Poppy San Francisco, CA

Sept 2018 - Feb 2019

FREELANCE FRONT-END DEVELOPER (Consultant)

- Contributed to a successful company launch in 2019 by building and implementing website layouts and user interfaces for the NakedPoppy blog and e-commerce website. Conducted research for the blog platform, developed web pages for their intelligent online assessment, and provided information for best SEO practices that would increase retention for the blog.
- Collaborated with team members, software developers, UX/web designers, visual designers and product managers to build webpages. Worked with HTML5, CSS3, Liquid, Shopify, PostgreSQL, React, WordPress, SEO.

Balanced Body Inc. Sacramento, CA

JUNIOR FRONT-END DEVELOPER

March 2018 - Dec 2018

- Improved the e-commerce and user experience. Created website layouts and user interfaces by using best front-end web development practices. Managed and built content for the Balanced Body blog using WordPress CMS. Evaluated, troubleshooted problems across company departments, including Sales, Marketing, Education, Sales, etc.
- Increased revenue by maintaining the e-commerce product catalog and product inventory for the Balanced Body Store website and Amazon Seller Central. Contributed to website peak performance. Maintained the XML sitemap, index and search result query. Increased educational outreach by building multiple emails and landing pages for various marketing outreach events & campaigns.
- Improved customer retention by conducting multiple in-person user testing sessions and reduced technical debt by documenting the process and procedures.
- Used HTML5, CSS3, SCSS, JavaScript, Git, FTP, Node, Foundation, Web Accessibility, Eloqua, Wrike, Vidcaster, Maxmind, Google Analytics, Google Tag Manager, Amazon Seller Central, WordPress, Amazon Web Services, and Figma.

Twitter HQ San Francisco, CA

TECHNICAL WRITER (Consultant)

May - September 2017

- Improved team communication and workflow. Created interface and interaction documentation and guidelines for the Design Systems team for Twitter iOS, Android, Mobile Web and Desktop Web. Captured complex interface and interaction patterns and distilled content into clear, concise documentation.
- Enhanced team performance and workflow efficiencies. Partnered and collaborated with members across design, engineering, research, copywriting, and product management teams. Conducted and gathered primary and secondary research to create documentation.
- Administered a user-friendly editorial toolkit for Horizon writing contributors. Provided a brand guideline and content for the Horizon Twitter blog on Medium.com. Organized and maintained internal documentation using Adobe CMS tools.
- Improved the user experience by developing Web Accessibility guidelines and facilitated Web Accessibility workshops for various design teams.

New Relic Portland, OR

SOFTWARE ENGINEER INTERN

June 2016 - Dec 2016

- Software Engineer Intern for various teams, including APM Exploration, Infrastructure, and Service Maps. Contributed to New Relic features in Service Maps, Error Analytics, Infrastructure, and Filterable Errors.
- Team collaboration included mobbing, pairing, deployment, and the PR process. Contributed to QA methodologies with automated and manual testing, and Selenium software.
- Leveraged HTML5, CSS3, Sass, JavaScript, React, Redux, AngularJS, D3, Adobe Photoshop, and responsive design.

Previous Work Experience

- **Freelance Front-End Developer**, Cowrie Village, Berkeley, CA
- **Freelance Front-End Developer**, Mind My Education, Berkeley, CA
- **Front-End Developer Intern**, Glassbreakers Inc., San Francisco, CA
- **Writer**, **San Francisco Chronicle**, San Francisco, CA
- **Volunteer Coordinator**, Jumpstart Program – AmeriCorps, San Francisco, CA

Education

Galvanize, San Francisco, CA, Full-Stack Development Certification

San Francisco State University, San Francisco, CA, Bachelor of Arts in Fine Arts & Fashion Merchandising

University College London - Teen Ink, London UK, Creative Writing Certification