

Milano, Italy
Looking to relocate to Tokyo
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Rossella Ferrandino

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Front-End engineer with 4 years' customer focused entrepreneurial experience in ecommerce agencies (in Japan and Italy). Recently achieved the Google UX Design Professional Certificate.

Ability to be the sole developer, and to explain technical concepts to non-technical people. While for my agency projects the main technologies used are JavaScript and Shopify Liquid, for my personal projects and open source contributions I use React and Node.js.

Work Experience

Co-owner and Technical Lead **Nama Studio** **May 2021–Present**
Milano, Italy

- Grew a boutique development-focused Shopify ecommerce agency catered to serving high-growth clients with an ethical mission
- Delivered an average of 10 projects per year, including new store launches, migrations and Shopify theme upgrades leveraging the latest platform functionalities, for 100k annual revenue
- Wrote and presented UX and performance optimization audits with practical recommendations specific for ecommerce stores
- Communicated with stakeholders to identify and formulate their requirements, establishing a custom scope of work catered to their needs to build highly performant user experiences
- Boosted Nama Studio's reputation as a Shopify technology expert in Italy by publishing technical blog articles and participating as panelist to official Shopify events
- Built a custom Shopify app to add a promotional banner in the checkout using React
- Technologies used: HTML, CSS/SCSS, JavaScript, Liquid, React, Git, Google Analytics, Figma

Front-End engineer **Flagship LLC** **March 2019–May 2021**
Tokyo, Japan

- Customized and updated clients' ecommerce stores on Shopify to optimize them for the Japanese market
- Design and implement system architectures suitable for the client's business needs
- Collaborated with stakeholders from diverse cultural backgrounds in internal and external teams to successfully deliver projects on time and on budget
- Added new functionalities to an app for the agency's biggest client that allowed customers to upload product pictures and get points in their loyalty account, by using React, Amazon S3 and integrating with a third party app's API
- Technologies used: HTML, CSS, JavaScript, Liquid, Node.js, AWS, React, Vue.js, Github, Webpack, Shopify APIs

Membership Coordinator **Everyman Media** **January 2017–January 2019**
London, UK

- Project managed the successful launch of a new subscription membership product, from gathering feedback from existing customers, pitching the proposal to the board of directors, to coordinating the system integration between three different suppliers including a new payment provider, drawing up the testing plan, designing test cases and organizing the test schedule.

Education and Certifications

- **Google UX Design Certificate**, Coursera (online) **October 2022**
- **M.Sc. International Management**, SOAS University of London, UK **2011–2013**
- **M.Sc. Languages and economic institutions of Eastern Asia**, Ca' Foscari University of Venice, Italy **2008–2011**
- **BA Languages and economic institutions of Eastern Asia**, Ca' Foscari University of Venice, Italy **2005–2008**

Technologies and Languages

- Languages: Italian, English, Japanese (beginner)
- Technologies: JavaScript, Shopify, Liquid, React, AWS, Git, Figma, Adobe XD
- Other: Data structures and algorithms, UX design, Usability testing, User centered design

Projects

- Recipe Box - Simple CRUD application for recipes, using local storage to save and retrieve data. React, Tailwind - See the source on Github.
- **SpeakHer Japan** - Contributed to SpeakHer, a database of women public speakers in Japan. Technologies used: Vue.js, Airtable. Concepts include form validations, SEO improvements and architecture planning
- **Findadoc** - Contributed to Findadoc, an open source project to help people in Japan find clinics where they could get vaccinated
- Technical blogging on platforms like Medium or Dev.to. Popular articles include a piece on SEO tips for your developer portfolio and one on the lessons learned from reading the source code of Dawn, Shopify's open source theme.
- React Wedding Website - My very first React project, to manage the RSVPs to my wedding. I also wrote some technical articles on this project, which made it a popular repository. See the source on Github