

Rachel S Kim

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## **Projects**

**FLIP** | <https://github.com/loafcheck/FLIP.git> Jan 2024 - Present

A dynamic language game, merging memory cards with vocabulary learning for all-ages and languages

- Implemented FlexBox, Grid, and Animation for a dynamic and responsive UI
- Developed user input tag and event handling, enabling users to type in any language
- Built a global theme for visual consistency
- Incorporated random(), allowing the user to have an engaging experience

**SNAPPY** | <https://github.com/likelion-devone/snappy> Dec 2022 - Jan 2023

An SNS service that matches photographers with users for snap photography.

- Developed a user profile page and a visual appealing chat feature with a polaroid frame design
- Built a common library to manage global styles and themes for styled-components to maintain consistency
- Created a framework for web pages that enabled dynamic resizing of photos, dependent on user screen size
- Developed a versatile gallery, featuring grid and list formats, for varied sizes based on nth-child differentials
- Optimized font loading by using an elegant performance degradation method: local -> wff2 -> wof2 -> ttf

## **Education**

**Front-end Developer Bootcamp - LIKELION** Aug 2022 - Feb 2023

- *Front-end Developer Certification Program 2022-2023*
- Participated in a 6 month full-time bootcamp program
- Coursework: Data Structures, Algorithm, HTML, CSS, JavaScript, AWS Lightsail, TypeScript, React, Node.js, SASS, Tailwind, Git, GitHub, Figma, Discord

**Fashion Institute of Technology** Aug 2012 - May 2015

- Associate degree in Ready to Wear
- Bachelor's degree in Knitwear at **Politecnico di Milano, Italy** Aug 2015 - May 2016
- **3.1Phillip Lim** Internship - Contributed to conceptualizing and developing collections with the design team

**University of Massachusetts, Amherst** Aug 2010 - May 2011

- Communication and Media Studies

## **Professional Experience**

**Rache'ByRachel** | Founder & CEO Feb 2019 - April 2022

- Designed and curated an affordable fashion line uniquely tailored for individuals in their 20s and 30s
- Oversaw end-to-end business operations: Encompassing inventory management, sales, customer service, and securing investments for propel brand growth
- Developed and implemented various digital marketing strategies, such as social media campaigns, email marketing, and search engine optimization (SEO) to increase brand awareness and drive online traffic and sales
- Collaborated with an e-commerce website team and proactively learned HTML, CSS, and JavaScript to enrich website design