

Xiaoyi Kang

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Front-End Web Developer

Creative and detail-oriented Web Developer with expertise in HTML, CSS, JavaScript, SEO, responsive design, and digital marketing strategies. Demonstrates strong problem-solving abilities and an innate drive for continuous learning and improvement. Effective at translating complex requirements into functional, visually appealing websites that support marketing goals and user engagement. Seeking to leverage skills and knowledge in a Marketing Web Developer role.

WORK EXPERIENCE

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WEB DESIGNER/DEVELOPER

12/2021 – 01/2025

Scottsdale, Arizona

- Manage daily web-sustaining tasks using WorkFront and update external web pages (content landing pages, events, webinars, blogs etc.).
- Work with stakeholder and internal teams, manage projects from start to finish, including gathering requirements, creating prototypes, designing layouts, coding pages, testing functionality, launching sites.
- Conduct user research, summarize feedback and create improvement plans for web team.
- Perform keyword research and analysis to pinpoint relevant keywords for enhancing website optimization with Semrush. Optimize meta tags, URLs, and page title for on-page SEO. Using GA4, Google Search Console and XML sitemap for technical SEO to boost search visibility.

ON Semiconductor

Web DESIGNER/DEVELOPER • Internship

12/2020 – 12/2021

Phoenix, Arizona

- Design, recommend and pitch improvements to new and existing website landing pages.
- Create new and update existing web content landing pages, blogs and events etc.
- Provide technical support for web-related issues to internal teams.
- Test and provide feedback on new and existing landing pages.

EDUCATION

Graphic Information Technology in Web Development

ARIZONA STATE UNIVERSITY

Tempe, Arizona

Minored: Digital Design

SKILLS

- Adobe Creative Suite
- BoostStrap
- CMS Management
- CSS
- Figma
- HTML
- JavaScript
- Responsive Design
- SEO
- Web Accessibility