KATHIA TERAN

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01 EXPERIENCE

Marquee Surface, (Freelance Remote) Jul 2026
Brand & E-commerce UX/UI Designer / BigCommerce, HubSpot, AI image tools

- Launched a B2B BigCommerce MVP storefront in 15 days for a premium architectural materials supplier, working in daily check-ins with the CEO and an e-commerce specialist.
- Helped name the company and designed the logo, monogram and style guide; the logo is still in use.
- Researched B2B contractor buying, met with BigCommerce and HubSpot reps, and recommended BigCommerce over Shopify (~$2,100/yr less in projected platform costs) and HubSpot as the CRM.
- Designed the sitemap, wireframes and a product page with a price and quantity calculator, customized the theme's template code, and created 100+ AI product renderings for the catalog.

Braven Agency, Los Angeles, CA (Remote) Jul 2025 - April 2026
UX Developer / Figma, Relume, HTML, CSS, platforms: Webflow, Shopify, Wix, etc., G.A. 4, SEO

- Designed websites and application prototypes from: research stages, wireframe proposals, site maps, style guide, mobile version, to design system development and final prototypes on Figma.
- Delivered full website design, development, and optimization solutions for US-based businesses across various industries.
- Optimized website UI's with: market research, A/B testing, CTA design, using analytics tools like Google Analytics 4 and Ahrefs, and efficient SEO. Additionally, implemented site automations.
- Utilized AI tools like: Claude, OpenAI and Gemini Pro to generate effective: UX writing, SEO metadata, taglines, keywords and phrases for SERP positioning, images, and achieve most optimized site map for lead conversions and user journey.
- Managed 3 to 4 client accounts at a time, with industries ranging from E-commerce, business coaching, and food industry, meeting tight deadlines and conducting platform training directly with clients while also addressing further requests.
- Managed the agency's pages, landing pages, social networking platforms and other headless-style marketing endeavors, adding custom code where necessary, optimizing SEO, editing with Elementor Pro, managing settings with API integrations, etc.
- Worked in an agile-like environment using Asana, working closely with account managers to guarantee client satisfaction.

Global Center for Climate Justice, Boston, MA (Freelance Remote) Feb 2024 - Feb 2025
UX/UI Designer / Google Cloud Console, Make, Figma

- Delivered design solutions on principal website, improving site performance, user journey, and CTA design.
- Implemented different capabilities such as email automation with Google's Cloud Console and Make.
- Improved site performance by: minifying CSS, caching, testing with tools like PageSpeed, etc.
- Conducted market research and analyzed KPIs through Google Analytics and Google Tag Manager.

COMCAST, Philadelphia, PA (Hybrid) Mar 2022 - Jun 2023
Full Stack Developer / JS ES6, REST, GraphQL, Node, AWS S3, Concourse, Jira, Confluence, Scrum, Github

- Responsible for various frontend and backend tickets for company's streaming devices (e.g. Set-Top Box, Flex Box, Xumo TV): built user interfaces, including Storybook interfaces with test cases, refactored middleware, etc.
- Analyzed RESTful and GraphQL API requests in Postman, and carried integration testing with HTTP protocols to ensure application performance from various large databases.
- Led cross-functional technical projects on Jira, presenting data-driven analysis and solutions on Confluence.
- Aligned deliverables in a CI/CD project lifecycle with various teams to provide swift and efficient solutions.
- Managed deployments to AWS S3 buckets through Concourse pipelines, along with staging, bug handling and rollbacks.
- Triaged complex bug epics, coordinating with technical and non-technical teams to ensure complete resolution.
- Trained new and junior developers on application development process and Lightning.JS (Comcast's in-house JS library).

Charter Communications, St. Louis, MO (Remote) Oct 2021 - Feb 2022
Software Data Developer / NoSQL, MongoDB, React, Typescript, Kanban, BitBucket

- Built internal portal components with Typescript, React-Router, Reactstrap, Axios, Express.js and Node.js.
- Responsible for building dashboard page from scratch with Recharts React library and the MongoDB Aggregation Pipeline.
- Analyzed data from 5 internal billing client session databases, with real-time data averaging in millions of rows.
- Designed data graphs for company's stakeholders, presenting customer usage insights aimed for service improvement.

Syntel Inc, (Remote) Mar 2021 - Aug 2021

ReactJS UI Developer / React (Redux environment), Node.js, NoSQL, MongoDB, Mongoose, Jest, Github

- Built and enhanced features for an E-commerce platform with Tensorflow image classification technology.
- In charge of modules like an e-mail messaging tool using Nodemailer for faster customer service capabilities.
- Implemented password hashing using Bcrypt and JWT Authentication with MongoDB database password storage.
- Performing test cases with Jest and React's Testing Library.

HCDC Tech Consulting, Park City, UT (Remote) Jul 2020 - Mar 2021

UI Designer & Digital Marketing Manager / Adobe Illustrator, Google: Analytics, Tag Manager, Ads, SEMRush

- Designed company's MVP using Adobe Illustrator based on market research and cohort analysis.
- Executed a digital marketing campaign plan along with budget plan, carrying A/B testing and identifying cohort usage.
- Utilized social media and tools like SEMRush for SEO, and MailChimp email automation for user engagement.
- Measured KPI performance using Google: Tag Manager, Analytics, and Ads.

NYIT Energy & Green Technologies ML Lab, New York, NY (Hybrid) Jun 2019 - May 2020

Machine Learning Research Assistant / Python (Scikit-learn, SciPy, NumPy, Matplotlib), CSV files

- Helped build machine learning models in Python that predict the energy performance of buildings.
- Performed Supervised and Unsupervised Learning accuracy testing in Python using large environmental input datasets.
- Applied Regression and Multivariate data analysis on various datasets, with classifiers like: SVM, KNN, FCM, HMM, Multilayer Perceptron and LDA.
- Utilized Python libraries like Pandas NumPy to clean and standardize datasets, as well as Seaborn for visualizations, etc.

02 SELECTED PROJECTS

Myli: AI-Adaptive Workspace, Concept case study Nov 2026

Solo Product Designer / Figma, Obra shadcn/ui kit, HTML prototype

- Designed a concept AI workspace for professionals that turns a goal into a persistent, editable canvas with sources, approvals and saved work, instead of another chat thread.
- Led strategy, research, information architecture, UI, brand identity, design system and PRD, and built HTML prototypes of the onboarding flow and adaptive canvas.

03 SKILLS

Software Development: JavaScript ES6, React, Typescript, Node.js, Express.js, HTML5, CSS3, Material UI, Tailwind, Bootstrap 4, Storybook, Figma, Jest, React Testing Library, Java Spring Boot 1.4

Data Analytics & Visualization: Excel, SQL, NoSQL, Python (libraries: Scikit-learn, SciPy, NumPy, PyTorch, Matplotlib - Pandas & Seaborn), Google Analytics, Google Ads, SEO, SEMRush, BigML, MonkeyLearn, Google AutoML NLP, Tableau

Data Management & ETL Tools: MySQL, MS SQL Server, MongoDB, MongoDB Aggregation Pipeline, Postman, GraphQL, RESTful API implementations, JSON, Apache Spark (SQL, RDD, ML) and Hadoop (MapReduce), AWS S3

Project & CRM Tools: Jira, Confluence, Github, BitBucket

Languages: Bilingual English and Spanish, advanced French

04 EDUCATION

New York Institute of Technology, New York, NY Jan 2018 - May 2020

M.S. Computer Science

- *Relevant Courses:* Big Data Mgmt & Analytics (Hadoop & Spark), Machine Learning (Python), Database Mgmt (SQL)

Digital Campus, Paris, France May 2015 - Dec 2015

Professional Certificate

Web Development, UX/UI Web & Mobile Design, Interaction Design, Digital Marketing

Northeastern University, Boston, MA Sep 2007 - Aug 2012

B.A. Film & Communications - Media & Multimedia