





olivya striloff

 Olivya Striloff
 s.olivya@gmail.com
 olivyastriloff.com

PROFILE

 **Business-savvy web developer & designer** passionate about combining creativity + technology to empower creators via educational content. Self-sufficient, curious, resourceful university graduate with a unique blend of technical experience, including **graphic & web design, front-end development, video editing, technical writing**, and more.

TECHNICAL SKILLS

Web Development:

- HTML & CSS (including SASS)
- JavaScript & jQuery
- WordPress development
- Responsive design
- Technical writing
- Task management (including JIRA)
- Agile + Scrum methodology

Digital Art & Design:

- Graphic & marketing design
- Web design
- Adobe Creative Suite
- UX + UI best practices
- Typography + layout
- Wireframing
- Digital illustration

Other:

- Video editing
- Email marketing
- Customer communication
- Remote work
- Google Analytics
- SEO best practices
- Social media management

PROFESSIONAL EXPERIENCE

- **Content Specialist – ConvertKit** 100% Remote Contract • May 2020 – March 2021
ConvertKit is an email marketing platform, built for online creators to grow their email list with forms, trackable data, segmenting, and automations.
 - Created and maintained **comprehensive documentation** for ConvertKit customers and teammates
 - Outlined, scripted, recorded, and edited **high-quality video tutorials**
 - Tracked and reported on trending questions and issues to identify documentation opportunities
 - Supported customers directly via various support channels, in accordance with SLA
 - Trained & optimized automated AI chatbot to **automatically resolve** common customer queries
 - Communicated and collaborated **100% remotely** via Slack and regular video meetings
- **Product Specialist – ConvertKit** 100% Remote Contract • November 2017 – April 2020
 - Educated customers on how to use the ConvertKit platform
 - Provided **technical support** directly to customers via live chat and email
 - Assisted with creation of knowledge base articles, guides, and video tutorials
- **Digital Experience Designer – Best Buy Canada** Contract • September 2018 – February 2019
Best Buy is one of Canada's largest and most successful consumer electronics retailers, operating the Best Buy, Best Buy Mobile, and Geek Squad brands.
 - Designed visually compelling and functional retail experiences to drive business value
 - Hand-coded HTML, CSS, and JavaScript, and modified that of existing templates
 - Transferred brand look and initiatives to the digital space
 - Solved problems from a user-centric perspective
 - Presented design work and articulated rationale
 - Worked in an Agile/Scrum development environment



• **Web Developer – Finger Food Studios**

100% Remote Contract • July 2017 – December 2017

Finger Food Studios (acquired by Unity Technologies in 2020) boldly and creatively solved complex problems for global companies with groundbreaking tech solutions including augmented & mixed reality, virtual reality, and artificial intelligence.

- Transitioned from full-time employee to remote independent contractor in July 2017, to provide WordPress development services for FingerFoodStudios.com on a contract basis
- Developed complex, responsive templates and layouts from design mockups, which were highly editable via the CMS for the marketing team (using the Advanced Custom Fields Pro WordPress plugin)

• **Software Developer – Finger Food Studios**

Full-time • July 2016 – June 2017

- Collaborated in small teams to design, develop, and deploy **high quality web-based solutions**
- Coded in HTML, CSS, and JavaScript on a daily basis, and maintained version control using Git
- Completed technical troubleshooting and fixes, and developed automated tests to accompany them
- Utilized task management system (JIRA) for tracking tickets and development progress
- Worked in sprints as per **Agile** software development methodology
- Met regularly with team to discuss project outcomes, generate ideas, and determine action items
- Estimated tasks and managed time effectively
- Regularly communicated and collaborated with designers; assisted with design process as required

• **Marketing & Events Coordinator – Golden Ears Physiotherapy**

Co-op • August 2013 – May 2014

Golden Ears Physiotherapy was a community leader for quality rehabilitation programs in Maple Ridge and Pitt Meadows. This position was through Simon Fraser University's Co-op program.

- Independently coordinated all marketing initiatives
- Created attractive marketing materials to promote a wide variety of services and events
- Collaborated with physiotherapists, kinesiologists, & occupational therapists to promote their individual specialties and strengths
- Managed online presence, including WordPress website and social media accounts
- Over a 1-month period, increased website viewership by approximately 19% and increased referrals to website via social media by almost 13x

EDUCATION

 **Simon Fraser University | Bachelor of Business Administration with Distinction**

Class of 2015

Joint Major: Interactive Arts & Technology and Business Administration

Interactive Arts & Technology:

- Graphic design
- UI/UX design
- Web design + development
- Mobile application design + development
- Advanced game design
- User testing
- Video editing

Business Administration:

- Marketing
- Business strategy
- Commercial law
- Employment law
- Behaviour in organizations
- HR management
- Economics + finance

INTERESTS

♥ Drawing, digital art & illustration, acrylic & watercolour painting, calligraphy, macramé, reading, animals (particularly my beloved cat 🐾), listening to podcasts, playing *The Sims* on PC, and travelling.

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