

Rossella Ferrandino

Frontend Developer

Currently in Italy, looking to relocate to Japan +393517607025 ross.ferrandino@gmail.com [LinkedIn](#) [Portfolio](#)

Skills

Technologies: HTML/CSS, JavaScript, React, TypeScript, Tailwind, Git, Liquid, Webpack, Vue.js, Mocha, Vite + Vitest

Tools: VS Code, Figma, Adobe XD, Google Analytics, Shopify, Clickup, Notion

Natural Languages: Italian (Native), English (Business), Japanese (conversational)

Other: Performance optimization, CI/CD, UX design, Usability testing

Professional Experiences

Front-End engineer/Co-owner

May, 2021 - Present

[Nama Studio](#) | Milano, Italy

- Engineered robust and scalable code through a solid knowledge of **HTML**, **CSS/SCSS**, **JavaScript**, and Shopify's templating language **Liquid**, building e-commerce stores for high-growth clients with an ethical mission. [Client portfolio](#)
- **Performance optimization** expertise, solidified with [Shopify's official Web Performance workshop](#). Nama Studio's top client's website has 900,000 online store sessions per month and LCP of 2.2s, achieved through iteration and application of best practices.
- Translated **Figma/Adobe XD** designs and client requirements into functional and accessible code, allowing Nama Studio to progressively take on more complex and remunerative projects.
- Implemented and documented an efficient workflow grounded in **Git** and **CI/CD**, minimizing bugs and streamlining development processes
- Successfully delivered an average of 15 projects per year, including new e-commerce store launches, migrations from different platforms and Shopify theme upgrades leveraging the latest platform functionalities, resulting in a 150k annual revenue
- Elevated agency recognition as a Shopify authority by actively contributing through [blogs](#), panel discussions, and industry events.
- Used **React** and **TypeScript** to build custom Shopify theme app extensions for specific client needs, for example a checkout extension to gather additional data for GTM

Front-End engineer

March, 2019 - May, 2021

Flagship LLC | Tokyo, Japan

- Built functionalities for the agency's clients using **JavaScript**, **Liquid**, **CSS/SCSS**.
- After 1 year of service, became the lead dev for the agency's biggest client (with 130+ physical stores in Japan)
- Used **React**, **AWS S3** and **third party APIs** to add new functionalities to a custom Shopify app for a major home-decor industry client's loyalty scheme
- Developed tailor-made functionalities for an innovative personalized shopping experience, interacting with its dedicated API through **Webpack** bundling and **Vue.js**
- Collaborated seamlessly with cross-cultural stakeholders across internal and external teams to achieve on-time, within-budget project delivery
- Devised an efficient system (using Github issues and automations) that facilitated creation of tasks by project managers and resolution by engineers, ensuring comprehensive project documentation

Education and Training

Professional Certification UX Design Google Online course	October, 2022
Master's of Science: International Management SOAS London, UK	2011- 2013
Master's of Science: Languages and economic institutions of Eastern Asia Ca' Foscari University of Venice Venice, Italy	2008 -2011
Bachelor's Degree: Languages and economic institutions of Eastern Asia Ca' Foscari University of Venice Venice, Italy	2005-2008

Achievements

- Collaborated to [SpeakHer](#), a women public speakers' database in Japan. Enhanced project functionality with form validation, SEO optimizations, and architectural planning.
Technologies: Vue.js, Airtable
- Volunteering experience at **Women Who Code** (now [Women in Software Engineering Japan](#)), organizing workshops and events, as well as contributing to open source projects
Technologies: React, Vite, Vitest, Jekyll
- Contributed to [Findadoc](#), an open-source initiative aiding people in locating vaccination clinics in Japan.
- **Technical Blogging**: Regularly authored technical articles on platforms like [Medium](#) and [Dev.to](#). Notable pieces include insights into SEO strategies for developer portfolios and a comprehensive analysis of lessons derived from studying Dawn, Shopify's open-source theme's source code.

Personal projects

- **Recipe Box (2023)**: CRUD application for recipes, utilizing local storage for data storage and retrieval. Built with React and Tailwind. [Source on Github](#).
- **React Wedding Website (2019)**: React project, a wedding RSVP management website. Accompanied by in-depth technical articles, the project gained popularity as a valuable repository. Access the code on [Github](#).