

Sota Iwaku

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Front-End Web Developer, Translator: English - Japanese

Summary

I am a Front-End Engineer with over 5 years of experience in developing web experiments and optimizing e-commerce platforms using JavaScript/Typescript, HTML, and CSS. Successfully delivered measurable results for leading brands through effective A/B testing strategies, driving significant conversion rates. Proven ability to collaborate with clients and teams ensuring seamless project integration. Ready to leverage unique expertise in web development to meet and exceed the expectations of future projects.

Work Experience

Jan. 2025 - June. 2025 Crometrics

Front-End Engineer

- Developed web experiments using JavaScript, Typescript, HTML, and CSS across different platforms.
- Redesigned full pages and developed websites utilizing Single Page Applications (SPA), improving site performance and user experience.
- Created a virtual page view script to resolve testing platform issues with SPA sites, ensuring accurate data collection and analysis.
- Collaborated with leading brands like Mattel and Home Chef to implement live A/B testing strategies that increased conversions and maximized revenue.

Oct. 2020 - Jan. 2025 Conversion Fanatics

Front-End Web Developer

- Created CRO tests and e-commerce changes with jQuery, JavaScript, HTML, and CSS, resulting in enhanced website performance and user engagement.
- Collaborated with various e-commerce platforms such as Shopify and WordPress to enhance site functionality, leading to improved user experience and increased sales.
- Resolved live test issues quickly through effective troubleshooting and communication with clients, ensuring minimal impact on performance and user experience.
- Implemented winning tests to clients' Shopify themes using JavaScript, HTML, and CSS, which improved site performance and increased customer engagement.

Sep. 2019 – Mar. 2020 Apple, Inc. (Contract through Kelly Services)

Japanese Maps Editor

- Collected and synthesized data using MacOSX and Apple Maps to produce accurate incident reports.
- Managed multiple projects and coordinated market strategies globally, enhancing operational efficiency and market reach
- Created real-time incident reports in both English and Japanese to aid customers.

Skills

Languages: English (native), Japanese (native)

Computer Skills: HTML, Javascript, Typescript, CSS, React.JS, Next.JS, Shopify, Wordpress, WPBakery, AWS, ubuntu, Github