YOKO
ISHIOKA

Brooklyn, NY

web ENGINEER

INFO

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CAREER

7/17 - Present
Multimedia Developer
Healthfirst

4/16 - 8/16
Front-end Developer
Case-Mate

7/12 - 4/16
Multimedia Developer
Elsevier

2/12 - 7/15
Web Developer
Rauwolf

10/11 - 1/12
Marketing and Game Designer
Zobee

5/10 - 9/11
Marketing Coordinator
Preparis

4/10 - 5/10
Web Developer
Liz Rundbaken

1/10 - 5/10
Web Developer
Joanna Totolici

SUMMARY

The COMMON THREAD of my career:

- Transform difficult concepts into easy-to-grasp clean but strikingly appropriate INFORMATION ARCHITECTURE that moves with script-driven CODE based on procedural logic, custom tailored for the user to operate WITHOUT INSTRUCTIONS, and report back analytics on dynamically generated parts

- IDENTIFY AND SOLVE gaps and bottlenecks by coding REUSABLE scripts and templates to AUTOMATE tedious, error-prone redundancies and provide CUSTOMIZATIONS to existing tools

- Design and create custom WEB PORTALS to maximize communication, storing, collaboration, and finding information in new ways

SKILLS

CSS

HTML5

JavaScript

jQuery

PHP

SQL

ActionScript 2.0/3.0

Liquid

WordPress

Flash

Drupal

SharePoint

Magento 2.0

Shopify Plus

Google Analytics

Photoshop

Illustrator

InDesign

Vyond

Articulate 365

MOST RECENT EXPERIENCE

healthfirst

July 2017 - Present

MULTIMEDIA DEVELOPER
FRONT-END DEVELOPER
WEB AND GRAPHIC DESIGNER

Part of the newly formed Organizational Development, OD, department as their only web designer and developer, focused on DELIVERING BUSINESS-TO-EMPLOYEE COMMUNICATION AND LEARNING to internal employees and contractors IN WAYS NOT THOUGHT POSSIBLE:

- Build and design SPECIFICALLY TAILORED PORTALS using Microsoft 365 tools to combine all existing web solutions into a CENTRAL HUB that revolutionizes project, group, file, and content management by utilizing SharePoint lists, document libraries, and workspaces to facilitate initiatives, such as UNIFORM CROSS-DEPARTMENT COLLABORATION to allow features like the ability to SEARCH for a tool, employee, terms, and assets based on sortable filters; and to CUSTOMIZE views of the same lists and libraries based on user role and content purpose to reduce extraneous touch points

- Design and create animations, infographics, tools, and INTERACTIVE DELIVERABLES to simply and effectively explain really difficult concepts, such as available curriculum paths, the meaning behind corporate strategy, insurance concepts, how-tos, etc.

- TEACH instructional designers fundamentals of GOOGLE ANALYTICS, USER EXPERIENCE, WEB DESIGN, and GRAPHIC DESIGN and answer questions on how to use various software like the Adobe Creative suite

- Designed and created CUSTOM child-themed WORDPRESS sites and maintained DRUPAL site so end users can easily SEARCH, BROWSE, and ACCESS course and reference materials and for admin users to rapidly create, edit, and manage content to promote ENTERPRISE-wide and DEPARTMENT-wide initiatives, best practices, feedback, news, learning, and templates; saved the company $80,000+ by bringing web development and design in-house

- Created REUSABLE DYNAMIC TEMPLATES, such as a PowerPoint template written in VisualBasic that transforms questions and answers into an interactive QUIZ SHOW GAME, thereby combining gamification and learning which resulted in the first-ever 100% PASS RATE for 4,000+ sales reps and which can be edited directly in PowerPoint with a varying number of questions

- Created certificate generator with Articulate 365 that AUTOMATICALLY CALCULATES employee's sales level by the courses they have taken and GENERATES PRINTABLE CERTIFICATE, thus eliminating human-prone miscalculations

Write CUSTOM SCRIPTS from scratch with JQUERY, JAVASCRIPT, PHP, HTML5, and CSS to add functionality, such as:

- CUSTOM VIDEO PLAYER that creates a thumbnail with title and captions and adds it to the appropriate playlist whenever a file name is added to an array, allows user to pause video by clicking on the video frame as well as the pause button; uses Google Analytics and Google Tag Manager to detect where the user clicked on a dynamically created playlist and to differentiate video plays based on clicking the play button versus the video frame

- TABLE OF CONTENTS that dynamically forms index and automatically regenerates hyperlinks and anchors, by adding specific CSS class to HTML

- VISIBILITY MODE that allows WordPress admins to publish post without it appearing in the post results and doesn't require a password to view

- SEARCH BAR that detects, highlights, and counts all instances of search terms, regardless of whether or not they are visible in the browser, which gets added to Articulate-published files

- SELECT A DEVICE from landing page or post page to view instructions that only pertain to that device

- BACK-TO-TOP BUTTON that appears only when the user scrolls a page, separate NAVIGATION MENU and functionality that appear on MOBILE devices

EDUCATION

Georgia Institute of Technology
BS, Computational Media
2009