

# Rashad Landrum

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## EDUCATION

### Queens College

*Bachelor of Science in Computer Science*

**Flushing, NY**

*Expected June 2025*

### Queensborough Community College

*Associates in Computer Science*

**Bayside, NY**

*June 2021*

**Relevant Coursework:** Object Oriented Programming in C++ & Java, Computer Architecture, Discrete Structures, Linear Algebra

**Programs:** Basta, Code Nation/Script Ed, Color Stack Fellow, Bloomberg Accelerator, Streetwise Partners

## TECHNICAL SKILLS

- **Programming Languages:** HTML5, CSS, Javascript, C++, PHP
- **Frameworks:** React, Bootstrap
- **Software:** WordPress, Squarespace, Adobe Illustrator, Adobe Premiere, Photoshop, Figma, Unity, Unreal Engine, Git, GitHub, Google Analytics, Content Management Systems, and SEO

## WORK EXPERIENCE

### Queens College Rosenthal Library

Dec 2023 – Present

*Front-End Web Developer Intern*

*New York, NY*

- Collaborate closely with the Director of Web Services to modernize the library and makerspace websites' homepages.
- Design and create mockups using Figma and implement prototype pages in WordPress, HTML, and CSS.
- Conducted usability tests with 5+ students, gathering valuable feedback to enhance user experience and improve product usability across the semester.

### Tech Incubator Queens College

Dec 2023 – May 2024

*Tech Intern*

*New York, NY*

- Support small businesses with 10+ diverse projects including web and graphic design, website maintenance, and software configuration.
- Employed content optimization techniques to enhance brand visibility and engagement via LinkedIn, Instagram, and Google My Business.

### Emo America Holding Corp

Jul 2023 – Aug 2023

*Web Developer Intern*

*New York, NY*

- Launched a solo project to overhaul the beauty pageant website, and created Figma mockups to enhance design and user engagement, gaining approval from non-technical management.
- Boosted user engagement by 30% by improving information architecture, and content management incorporating accessible videos and images.
- Reduced overall page load time and improved page readability by 60%.

### Queensborough Community College

Nov 2017 – Dec 2019

*Front-End Web Developer Intern*

*New York, NY*

- Re-engineered the school's website assets and pages reflecting the user's needs, increasing user traffic to correct pages by 14%.
- Revamped page engagement by 8% through a dual perspective as a student end user and a developer, improving user satisfaction through an initiative to optimize user journeys through iterative A/B testing.
- Grew page accessibility by 20% through ADA-compliant guidelines and enhanced information architecture.

### Etsy

Jul 2017 – Aug 2017

*Front-End Web Developer Intern*

*New York, NY*

- Increased engagement by 20% by restructuring recommended items and purchased item email templates using PHP.
- Collaborated across web and services teams, contributing to agile development and receiving cross-departmental mentorship.

## PROJECTS

### MatchMade ([Live Website](#)):

- Built a user-friendly React web app for discovering matching profile pictures, overseeing all stages from design to implementation with an agile and iterative approach.
- Designed wireframes and UI in Figma, utilizing comprehensive flowcharts to elevate usability and engagement.
- Collected user feedback from online forums such as Reddit and Twitter to drive product enhancement, leading to an 8% increase in time spent on pages.

### Paint the City | Founder ([Live Website](#)):

- Founded Paint the City, a creative agency, successfully completing over 4 web development projects for small businesses.
- Partnered with 4 small businesses over a 6-week period, creating custom WordPress websites with designs crafted in Figma.
- Delivered weekly progress updates, effectively incorporating client feedback through regular communication.