

# Joel Loo

UI Developer, UX Designer



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## Education

### UC San Diego

B.S. in Cognitive Science  
Minor in Computer Science

September 2015 - June 2019

Emphasis in Human-Computer Interaction

(Design and Interaction)

Organizations: Sigma Phi Epsilon, Fi @ UCSD

## Skills

### Programming

HTML/JavaScript/CSS

JSP/JSTL/LESS

React.js/JSX

SAP Hybris

jQuery

JSON

SQL

AJAX

Java

XML

### Design

User Interviews

Storyboarding

User Flows

Wireframing

Interaction Design

Usability Testing

Heuristic Evaluation

### Tools

Adobe Creative Suite

Figma

Git

Jira/Confluence

Dynamic Yield

## Experience

### Senior Frontend Software Engineer • Topgolf Callaway Brands

February 2023 - Present, Remote

### Frontend Software Engineer

September 2021 - February 2023, Remote

Frontend B2C and B2B web development for Topgolf Callaway Brands and its global subsidiaries (Callaway Golf/Apparel, TravisMathew, Odyssey Putters, Jack Wolfskin, OGIO), integrating SAP Hybris for content/product management across all sites. UI performance enhancements and ADA compliance projects completed to improve customer experience. Collaborated in the UX design process (ideating, prototyping, testing) to build responsive websites across all projects using Figma and Adobe Creative Suite.

### UI Developer (Contract) • Estuate

May 2019 - September 2021 in Carlsbad, CA

Frontend B2B and B2C web development for e-commerce projects under Callaway Golf USA, Japan, Korea, and EU. Custom UI components and templates developed in JSP/JS/LESS, integrating SAP Hybris for CMS. Collaborated in designing mockups for responsive prototypes in Adobe XD. Conducted in person usability testing to improve user flows on both mobile and desktop platforms.

### IT Intern • L&T Precision Corporation

June 2017 - January 2018 in Poway, CA

Modifications to the UI of the company's ERP software, Global Shop, in order to optimize accuracy and efficiency in the workplace. Programming done in Global Shop's in-house programming language (GAB), requiring SQL knowledge. Contracted to rebuild L&T's company website, using WordPress for content and additional CSS styling to consolidate information and to improve visual aesthetics.

## Projects

### Freelance Graphic Design

September 2015 - Present

Apparel designs, Facebook graphics, Snapchat geofilters, and flyers done for clients at UC San Diego, San Diego State University, University of San Diego, and Georgetown University. Graphic design work done in Illustrator and Photoshop.

### UCSD Libraries UX Audit • UX Researcher, Fi @ UCSD

March 2019 - June 2019 for UC San Diego Libraries

Worked in a team of 8 consultants to conduct a UX audit of the UCSD Libraries website, done as part of the Geisel Library Revitalization Initiative. Tasks included conducting in-person user interviews and analyzing online surveys using Qualtrics, building a competitive analysis of the current website, creating user personas, and defining pain points to rethink how users engage with Libraries resources.

## Certificates

### Advanced React • Codecademy

Custom Hooks, Context API, Error Boundaries, Memoizing Data, Lazy Loading

### Learn React

Props, State, React Hooks (useState/useEffect), Stateful/Stateless Programming Patterns, React Forms