

Jackie Ang Jacobson

j.jacobson336@gmail.com | [linkedin.com/in/jackie-jacobson](https://www.linkedin.com/in/jackie-jacobson) | jackieang.com | (818) 271-0756 | San Francisco, CA

EXPERIENCE

Software Engineer, Growth @ Braze

February 2024 - Present

- ◇ Led end-to-end development for a custom **GPT tool** by integrating **RESTful APIs** to enhance **AI-driven** interactions, resulting in a **25% boost in user satisfaction**—demonstrating **full-stack, API, and debugging** expertise.
- ◇ Optimized **Braze's Documentation platform** with **HTML, JavaScript, and React**; improving scalability and **accessibility** (ADA/WCAG compliance) while ensuring **system performance** and quick issue resolution.
- ◇ Managed a **cross-functional SCSS and React-based design system**, actively participating in design reviews and code critiques to enforce best practices in code quality and test engineering.
- ◇ Developed a **React Native mobile app** for onboarding across iOS and Android, reinforcing robust debugging and **cross-platform development** skills.

Senior Education Technology (UX) Engineer @ Braze

Aug 2023 - Feb 2024

- ◇ Revitalized Braze Learning's customer journey, increasing visits by 24% and course completions by 35% through **data-driven UX/UI enhancements** and **performance analytics**.
- ◇ Designed and implemented a **bespoke CMS** using **Next.js, React, and SQL**, accelerating lesson creation workflows by 70% and improving **system reliability** via rigorous testing and **debugging** practices.
- ◇ Developed personalized learning experiences by integrating **Braze-powered recommendations** through **API-based solutions**, boosting user engagement by 30%.
- ◇ Created a modular **design system** that reduced **prototyping** and development times, demonstrating leadership in **design reviews** and technical documentation.

Learning Experience Engineer @ Braze

Oct 2022 - Aug 2023

- ◇ Spearheaded a **cross-functional** effort to revamp the customer education platform, conducting **end-to-end** user research, testing, and UX design in **Figma**.
- ◇ Built and optimized front-end solutions with React and Tailwind, improving site responsiveness and performance.
- ◇ **Partnered closely** with content designers, product managers, and engineers to refine the **customer journey** and improve user retention through A/B testing and iterative updates.

EDUCATION

California Polytechnic State University — San Luis Obispo

Bachelor of Science, Liberal Arts and Engineering Studies | December 2021

Concentrations: Computer Science and Interactive Media

President's Honor List (3.5+ GPA)

SKILLS

Languages and Frameworks: JavaScript, TypeScript, React.js, Next.js, Node.js, Python, SQL, C#, C/C++, Ruby, Java, HTML/CSS

Development & Tooling: Full Stack Development, REST APIs, React Native, iOS/Swift, Android Development, Gradle, Git, Github Actions, Postman

Cloud, CI/CD & Data: AWS, Salesforce, Snowflake, MongoDB, Google Analytics, Heroku, Vercel, Netlify, Jenkins, Docker, Automated Testing

UX, Experimentation & Design: Figma, Interaction Design, Usability Testing/Engineering, Wireframe, Accessibility (ADA Compliance), A/B Testing, SEO, Customer Journey Orchestration, Adobe Creative Suite, Design Systems