

Summary

- **Senior Software Engineer with 9+ years** building high-traffic, consumer-facing applications with a focus on **frontend architecture**, React, and TypeScript, plus strong full-stack JavaScript experience.
- Deep experience across **Salesforce SFRA/PWA Kit**, reusable component systems, and scalable design patterns; proven ability to modernize legacy codebases and improve performance, reliability, and maintainability.
- Technical leader who mentors developers, drives planning and solution design, and delivers complex features end-to-end across cross-functional teams.

Experience

Senior Software Engineer

iRobot

Senior engineer driving major e-commerce initiatives, cross-platform component architecture, and authentication/payment integrations across iRobot's SFRA and PWA Kit applications.

- **Led development of major SFRA e-commerce features**, including **gift card purchase & redemption**, checkout enhancements, and large-scale design system updates for the 2025 brand refresh (CSS tokens, new UI patterns, updated component styles).
- **Architected and built a reusable React component library** for Salesforce PWA Kit, used in iRobot's mobile apps via webviews reaching **hundreds of thousands of users**; authored Storybook documentation to support adoption across teams.
- Delivered critical **checkout payment integrations** (Adyen, Braintree), ensuring secure, reliable, and compliant purchase flows across international markets.
- Developed custom **SCAPI endpoints** using OpenAPI 3.0 and improved backend interactions across SFRA/PWA Kit for product, customer, and order data.
- Implemented **OAuth-based session bridging** between SFRA, PWA Kit, and iRobot's IDP, significantly improving authentication reliability and cross-application continuity.
- Wrote extensive **unit tests** for React/TypeScript components and helped enforce testing discipline and coverage across teams.
- Act as a **technical leader and mentor**, driving architecture discussions, leading planning/refinement sessions, guiding implementation strategies, and supporting junior and mid-level developers.

Senior Frontend Developer

iRobot

Frontend engineer focused on Salesforce Marketing Cloud Personalization and later onboarded into Salesforce Commerce Cloud to support e-commerce feature development.

- **Re-architected Marketing Cloud Personalization**, transforming a single unstructured JavaScript file into a **Vite-powered build system** supporting modular code, modern JS features, and dramatically improved developer workflows.
- Built personalized **client-side templates** using TypeScript, JavaScript, CSS, and HandlebarsJS, enabling more maintainable and scalable campaign experiences for the marketing team.
- Mentored junior developers, ran code reviews, and helped establish coding standards/best practices across personalization workstreams.
- Joined the **SFRA e-commerce team** due to prior e-commerce expertise, contributing fullstack JavaScript enhancements and supporting feature delivery on iRobot's global storefront.

Senior Developer

WESCO

Senior developer on a major e-commerce replatform initiative, moving WESCO's B2B/B2C ecosystem from Hybris to Magento with an AEM + React frontend.

- **Led frontend architecture** for the Hybris → Magento replatform, designing the foundation for an AEM + React UI used across multiple B2B brands with complex workflows and account structures.
- Served on a senior-level **SWAT team**, making key platform decisions, establishing architectural patterns, and guiding the long-term technical strategy.
- Authored extensive **technical documentation**, onboarding guides, and architectural references to accelerate development across teams and ensure consistency during the platform transition.
- Collaborated closely with backend, UX, and product teams to align technical solutions with B2B-specific requirements such as multi-tiered permissions, contract pricing, and large-catalog performance considerations.

Frontend Developer

DMI

Frontend developer at a digital agency delivering e-commerce experiences and modern web applications for enterprise clients.

- Developed core features for **Denver Mattress and Furniture Row's Next.js e-commerce platform**, including **SSR pages, PDPs, Search Results pages, and dynamic content flows**.
- Built a fully interactive **Reviews system** powered by GraphQL, enabling users to browse, upvote/downvote, and submit reviews, improving engagement and product detail quality.
- Led the migration of the client's **Drupal blog to a Next.js architecture**, implementing **Redis caching** to significantly improve API response times and page load performance.
- Collaborated across design, backend, and content teams to deliver performant, SEO-friendly solutions aligned with business and UX requirements.

eCommerce Frontend Developer

WESCO

Frontend developer on WESCO's B2B e-commerce platform, focused on modernizing the UI layer and transitioning legacy JSP/JSTL pages to a React-based architecture.

- **Rebuilt major e-commerce flows** (PDP, checkout, search, account pages) by migrating legacy **JSP/JSTL** templates to **React** consuming REST APIs, significantly improving maintainability and front-end performance.
- **Modernized the frontend build system**, replacing a legacy **Gulp** pipeline with **Webpack** to support React, SCSS, Hot Module Reloading, code splitting, and more efficient development workflows.
- Collaborated with backend teams to integrate API-driven data models into the new React frontend, ensuring clean separation of concerns and scalable architecture.
- **Re-engineered WESCO's internal admin center**, transforming a legacy interface into a **React-based wizard** that streamlined internal operations and reduced manual workflows. Worked across B2B-specific requirements including contract pricing, multi-account structures, complex catalog navigation, and authenticated page flows.

Frontend Developer

DICK'S Sporting Goods

Mid-level frontend developer responsible for high-visibility e-commerce experiences across multiple DICK'S Sporting Goods brands.

- Owned development of the **DICK'S Sporting Goods, Golf Galaxy, and Field & Stream homepages**, delivering performant and highly visible experiences used by millions of customers.
- Built and deployed **Hot Market campaigns**—time-sensitive, high-traffic experiences triggered during major sports moments (team clinches, championships, playoffs).
- Developed an **AngularJS Golf Release Calendar application** to showcase upcoming product launches (clubs, footwear, apparel), improving discoverability and engagement for golf customers.
- Collaborated closely with marketing, design, and merchandising teams to rapidly execute homepage updates and product launch experiences under tight deadlines.
- Mentored junior frontend developers and assisted with code reviews, contributing to higher code quality and improved team velocity.

Associate Frontend Developer

DICK'S Sporting Goods

Entry-level frontend developer contributing to e-commerce content, campaign experiences, and supporting brand marketing initiatives.

- Built **campaign landing pages** and promotional experiences for major product launches (Footwear, Golf Galaxy, Field & Stream), collaborating closely with design and marketing teams to meet strict release timelines.
 - Developed reusable **banners, tickers, and dynamic content modules** that improved consistency and reduced turnaround time for seasonal campaigns.
 - Contributed to the company's **WordPress-based Pro Tips blog**, implementing PHP and front-end updates to support new content and improve site usability.
 - Gained foundational experience working in a large-scale e-commerce environment, supporting cross-functional workflows and rapid deployment processes.
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Web Developer

EZToUse.com

Web developer at a small digital agency building custom WordPress themes and sites for local businesses.

- Converted design mockups into fully custom **WordPress themes**, implementing PHP templates, custom fields, and reusable components tailored to client needs.
- Developed responsive front-end experiences using **HTML, SCSS, and JavaScript**, ensuring mobile-friendly layouts and consistent branding across client sites.
- Collaborated directly with designers and project managers to refine UI/UX, validate requirements, and deliver sites on time for small-business clients.
- Maintained existing client sites and implemented updates, bug fixes, and content improvements as part of ongoing support contracts.

Web Dev Intern & IT Technician

DICK'S Sporting Goods

Supported internal IT operations while contributing to the company's intranet as part of a web development internship.

- Provided technical support for internal systems, including **networks, POS hardware, employee workstations, and server-related issues**, ensuring minimal downtime for store and corporate staff.
- Developed and enhanced pages for the company's **internal intranet** using **HTML, CSS (Bootstrap), and JavaScript**, improving usability and accessibility for internal teams.
- Assisted with troubleshooting and documentation of recurring IT issues, helping streamline support processes and improve response times.

Skills & Tools

Frontend

React, Next.js, Svelte, SolidJS, TypeScript, JavaScript (ES6+), HTML5, CSS/SCSS, Tailwind CSS, Responsive Design, Component Libraries, shadcn/ui, Design Systems, Storybook

Platforms

Salesforce SFRA, PWA Kit (Composable Storefront), Salesforce Marketing Cloud Personalization

Backend & Full-Stack

Node.js, Server-Side JavaScript (SFRA controllers, RSC), HonoJS, OAuth / Authentication, Session Bridging, Express-style patterns

APIs & Data

REST APIs, GraphQL, SCAPI, OpenAPI 3.0, Redis (caching)

Build, Tooling & Testing

Vite, Webpack, Babel, Jest, React Testing Library, Playwright, Git/GitHub

Cloud & Infrastructure

Cloudflare Pages/Workers, CI/CD (GitHub Actions), AEM (integration)

Other

AngularJS, PHP (WordPress), JSP/JSTL