

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

Nov 2023 – Present

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

Feb 2022 – Nov 2023

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

May 2021 – Feb 2022

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

Aug 2020 – Apr 2021

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

Jun 2018 – Aug 2020

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

Jan 2018 – Jun 2018

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

Feb 2017 – Jan 2018

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 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.

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