Bryan Elliott

Frontend-Leaning Full-Stack Software Engineer

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Reliable, high performing, Senior Frontend-Leaning Full-Stack Engineer with over 15 years of experience delivering scalable, maintainable, and performant web applications. Proven track record of developing and leading impactful engineering projects and collaborating cross-functionally between teams to achieve business goals. Committed to fostering strong team culture via knowledge sharing, improving team processes, and continuous learning for greater team efficiency and impact. Passionate about building innovative, impactful frontend web experiences that drive user engagement and business growth.

Areas of Expertise

- JavaScript development (15 yrs exp)
- ReactJS (7+ yrs exp)
- Intuitive, accessible, user-centric TypeScript/React UI development
- Growth engineering (data-driven development)
- Detail-oriented, meticulous craftsmanship
- Checkout flows & payment systems
- Planning and leading projects
- Developer utilities & tooling
- Accelerated development with AI-assisted coding tools

Experience

Automattic Inc - Senior Software Engineer

July 2020 – April 2025: Remote   (4 yrs 10 mo)

Served as a Senior JavaScript Engineer on Automattic's Product and Marketing Engineering teams in the Jetpack division, leading the delivery of high-impact web initiatives end-to-end. Owned technical discovery, project scoping, architecture decisions, and production deployments. Collaborated cross-functionally with design, marketing, and product to drive business outcomes, while mentoring engineers and maintaining code quality via unit testing and code reviews.

- Contributed significantly to large-scale open-source projects supporting millions of users, including Automattic/Calypso (WordPress.com) and Automattic/Jetpack (Jetpack plugin). Authored and merged hundreds of pull requests into production across these codebases.
- Delivered 60+ high-impact engineering projects, including initial exploration & research, scoping & planning, time estimation, technical implementation, testing, and deployment.
- Worked cross-collaboratively with the Design team to translate Figma designs into responsive, accessible, pixel-perfect UIs built with React and TypeScript.
- Architected, implemented, & optimized REST API endpoints, handling data transformations, error states, caching, and authentication, supporting scalable feature development and improving response times by 40%, ensuring maintainable, well-documented interfaces for frontend consumption.
- Built and refined extensible React components within Automattic's component library and design system, promoting visual consistency, accessibility, and developer efficiency across WordPress.com interfaces.
- I was part of the core team that built and launched Automattic's first AI product, "*Jetpack AI*". I implemented and shipped many of the React/TypeScript frontend UI flows for the AI client.
- Conceptualized and developed the "Connect-after-checkout" flow, reducing checkout abandonment by 68%, support tickets by 41%, and churn rates by 7%.
- Led the development of a license-based checkout flow, increasing total cash sales by 4% by removing the requirement for a WordPress.com account at purchase. The system continues to be an integral part of the WordPress.com purchase flow today.

Core Technologies used:

JavaScript, TypeScript, React, Tailwind CSS, Next.js, Node.js, PHP, MySQL, Docker, AWS (EC2 & S3)

Two Sigma - Senior Frontend Engineer

Feb 2020 – July 2020**:** Remote (Contract)   (6 mo)

Developed multiple internal developer utility services and tooling for browser-based systems to support secure operations within the Security team at Two Sigma. Collaborated with Security Engineers to define technical requirements and ensure compliance with internal standards. Optimized performance and reliability of web tools through clean, maintainable code and iterative enhancements. Defined specific project milestones, successfully delivering all components on schedule and within the estimated timeframes.

- Architected and implemented a Chrome browser extension (React & WebExt Redux) that allowed Two Sigma engineers to bypass cross-origin restrictions (CORS) when calling internal API's, boosting development speed and productivity.
- Engineered the Chrome extension's internal logic utilizing React with WebExt Redux, enabling seamless shared state across background scripts, content scripts, and UI views.
- Spearheaded the creation of multiple internal developer utility services and tools, improving developer workflows.

Core Technologies used:
JavaScript, React, WebExt Redux, Chrome Extension API's, WebRequest API, HTTP, CORS Headers

FaceCake - Senior Frontend Engineer

Aug 2019 – Feb 2020: Calabasas, CA   (7 mo)

Engineered augmented reality web applications using JavaScript and React to deliver interactive, real-time user experiences. Integrated facial recognition AI models via C++/Web Assembly (WASM) to enable advanced face detection features across web platform media devices (i.e.- webcam). Collaborated with cross-functional teams to translate complex AI capabilities into intuitive, user-friendly interfaces. Structured front-end architecture to support scalability, performance, and maintainability of AR-driven web applications.

- Architected & implemented a flexible, maintainable JavaScript library for quickly loading and interfacing (via WASM) with our local facial recognition AI model and the browser's media device (webcam or front-facing phone camera), providing developer-friendly access to encapsulated, pre-built, extensible functionalities that we could re-use to quickly build and customize interactive, real-time webcam/canvas experiences.
- Developed the "4-way product comparison Try-on" within FaceCake's augmented reality shopping interface, boosting conversion rates by 7%.
- Developed and refined PHP REST API endpoints that enabled new AR "try-on" features and improved backend support for FaceCake's shopping platform.

Core Technologies used:
JavaScript, Webpack, React, Knockout.js, PHP, MySQL, AWS, C++/WebAssembly (WASM), Canvas/WebGL(Three.js)

Narconon Fresh Start Inc. - Full-Stack Web Developer

Feb 2010 – July 2019: Glendale, CA   (9 yrs 6 mo)

Collaborated within a small 4-person engineering team to develop and maintain many large-scale, dynamically driven directory-based websites focused on rehabilitation services. These platforms featured custom search functionality, scalable architecture, and were highly optimized for SEO to drive significant organic traffic and support marketing objectives. Contributed across the full stack, implementing responsive user interfaces, integrating backend APIs, managing structured content, and ensuring high performance, uptime, and maintainability at scale.

- Single-handedly conceptualized and developed a custom, real-time phone call analytics application (MERN stack), boosting sales conversions by 2% YoY and streamlining call center operations.
- Led the full-stack development of a client follow-up tracking and scheduling application (PHP/Laravel), increasing repeat sales by 4% and generating key metrics previously unavailable.
- Contributed significantly to the creation of a custom PHP website templating engine, streamlining future project development and improving overall efficiency.

Core Technologies used:
WordPress, HTML, CSS, JavaScript, jQuery, Grunt/Gulp Task Runners, PHP, MySQL, Python, Linux/Bash, Digital Ocean

Core Skills

- **Front-End:** JavaScript / TypeScript, ReactJS, Semantic HTML, CSS, SASS, BEM, CSS in JS, Component libraries
- **Back-End:** Node.js, MongoDB, PHP, Composer, MySQL, Ruby on Rails, Python/Django, API development, REST API's
- **Tooling:** Webpack, Babel, Vite, Grunt, Gulp, Chrome developer tools, Linux/Bash, Docker, LLMs & Generative AI
- **Frameworks:** React / Redux, Express.js, Next.js, Twitter Bootstrap, Tailwind CSS
- **Testing:** Jest, Enzyme, React Testing Library, Playright, PHPUnit, Storybook
- **Additional:** Git, SVN, RegEx, WordPress Codex, CI/CD, GitLab, Github Actions, Git hooks (Husky), ChatGPT

My developer portfolio website: https://elliottprogrammer.com

My web development blog: https://blog.elliottprogrammer.com