

# Justin Cefai

Software Engineer

Justin Cefai

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## WORK EXPERIENCE

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### GOOP | SANTA MONICA, CA (REMOTE)

Associate Software Engineer, UI | April 2022 - Present

- Built dynamic, responsive web components using JavaScript (ES6+), React.js, TypeScript, and SCSS (using Styled Components), ensuring cross-browser compatibility and mobile responsiveness.
- Contributed to key front-end optimizations that measurably improved site performance and increased add-to-cart conversion rates.
  - Full rebuild of product design pages that integrated video elements to highlight product details.
  - Implemented lazy loading for images and videos, optimized page load times, which improved the user experience and reduced bounce rates.
- Played a critical role in sprint planning to drive efficient workflows and timely feature delivery, while conducting thorough code reviews, testing, and debugging to maintain high-quality code and adherence to industry best practices.
- Implemented A/B tests to evaluate user interactions, driving data-informed decisions that enhanced user experience and engagement.

Web Developer | March 2020 — April 2022

- Collaborated with the design teams to build larger interactive web pages for product launches that included scroll interactions (using the GSAP animation library), while also onboarding and mentoring junior developers.

Jr. Web Developer | July 2019 — March 2020

- Built custom responsive web pages using HTML5, SCSS, and JavaScript, as well as custom emails with Emarsys.

### DIAMOND SUPPLY CO. | LOS ANGELES, CA

Account Manager, North America | July 2012 — July 2019

- Managed customer interactions by coordinating payment and shipment options; provided regular updates on current and upcoming products, events, and promotions.
- Spurred business growth by discovering new business opportunities, fielding account inquiries, and developing special units for key accounts.
- Organized and coordinated marketing efforts including trade show presentations, display options, and seeding products to emerging talent.

## EDUCATION & CERTIFICATIONS

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### THE FIREHOSE PROJECT

Full-Stack Web Development Bootcamp

Certificate of Completion

December 2017 — October 2018

- Studied full-stack web development using HTML, CSS, Ruby, Ruby on Rails, JavaScript, RSpec and Jest for testing, Git.
- Built responsive web applications using the technologies above and deployed with Heroku.

Udemy Course Completions

React, JavaScript, TypeScript, and SCSS

## SKILLS

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Agile Methodologies

Scrum, Kanban

Project Management

Sprint planning & retrospectives, daily stand-ups, task prioritization, cross-functional engagement

Collaborative Tools

JIRA, Confluence, Figma

## PERSONAL

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**Interests:** Cycling, chess, drumming, camping, puzzles, and gaming with my son, Levi

**Achievements:** Marathon finisher (2014 Portland Full, 2021 San Francisco Half); 200 km Midsummer Cycling Challenge finisher (2022, 2024)