Annette Arabasz

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Summary

Annette is a UX Engineer with a background in design, offering 15+ years of experience creating websites and web apps.

WORK HISTORY

Principal Front-End Developer & Product Manager | Cake

March 2018 - November 2023

- First Front-end Developer at an early-stage B2B and B2C startup
- Designed user-friendly wireframes, prototypes, and user flows in Figma
- Coded prototypes, components and design systems with HTML, CSS and JavaScript (React)
- Leveraged quantitative data tools such as Google Analytics, Hotjar, Power BI, A/B testing and SQL/KQL queries to gain insights into user behavior and inform design decisions
- Analyzed qualitative data via surveys and screen recordings via UserTesting.com to confirm hypotheses
- Guided the team as Scrum Master, directing long-term planning and sprints to align with developer capacity and strategic goals
- Acted as Product Manager, collaborating with Data Analyst to plan and execute data-driven feature enhancements
- Boosted traffic to 30 million yearly through code optimization, file size reduction, and targeted improvements guided by Lighthouse scores, enhancing overall site performance and SEO

Managing Director of Technology | Mad*Pow

February 2012 - February 2018

- Guided and managed the Boston Front End team, continuing to collaborate and actively code alongside my direct reports
- Attended pitches and played a key role as a development subject matter expert (SME) to secure new contracts
- Coded web experiences for healthcare, government, and fintech client using HTML, CSS and JavaScript (jQuery)
- Led WCAG/Section 508 accessibility audits
- Engaged closely with UX teams in collaborative brainstorming sessions and exercises to improve our clients' websites

SKILLS

Coding Languages
- HTML
- CSS, SCSS, LESS
- JavaScript
- React JS
- jQuery
- Tailwind
- Chakra UI
- Next JS
- Storybook
- Bootstrap
- NPM
- Webpack, Grunt, Yarn
- Git
- Vercel
- Azure DevOps
- Wordpress

Design Tools
- Figma, Figjam
- Adobe XD
- Adobe Photoshop

UX & Research Tools
- Google Analytics
- UserTesting.com
- Hotjar
- A/B testing
- Information architecture
- Cart sorting
- Surveys
- Sketching
- User flows
- Wireframes
- Affinity mapping

Chapter Founder | [Girl Develop It](#)

January 2013 - November 2015

- Built the Boston chapter from the ground up, creating a vibrant community of 2,000 members within a span of two years.
- Provided mentorship and career guidance to women developers navigating the early stages of their careers, facilitating peer code reviews and offering comprehensive job support.
- Organized monthly community meetups and workshops for the Boston tech community

Front End Developer | [Isobar](#)

February 2011 - February 2012

- Front-end developer for a global advertising agency, developing websites for renown brands including Motorola and Adidas.
- Utilized a code stack comprising HTML, CSS, and JS (jQuery) for Java-based applications

EDUCATION

University of Massachusetts Dartmouth
Bachelor of Fine Arts (BFA) in Visual Design
Minor in Business

SPEAKING & TEACHING

"Responsive Web Design: Building the Real Web 2.0"
UPXA Boston | 2013
Conference presentation with my colleague Nick Snyder ([Link to slide deck](#))

"Intro to Responsive Web Design"

Bentley University | 2018
In-person lecture presented to undergraduate UX students ([Link to slide deck](#))

LIFE OUTSIDE OF WORK

- Has an amazing Corgi named Starbuck.
- Obsessive gardener and amateur landscape designer.
- Gaming and RPGs. These days I'm playing Baldur's Gate 3.

Misc Skills
- Certified Scrum Product Owner (CSPO)
- Fluent in Polish