Andy Hoffman

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Summary

Front-end architect with 25 years of experience blending craftsmanship and fundamentals with cutting-edge AI development.

Core Skills

React · Next.js · TypeScript · GraphQL · Node.js · Wagmi · Viem · Tailwind · Git/GiHub · Cypress/Jest · Design Systems · WCAG Accessibility · AI/LLM Integration · Figma

Experience

Front-End Lead — Fabrica · *11/2022 – Current*

- Bring real land as code to life through thoughtful UI design, animation, and interaction that make blockchain workflows feel relatable and approachable.
- Shape end-to-end UX across tokenization, transactions, and ownership flows, bridging complex blockchain logic with intuitive design.
- Develop reusable, intelligent UI flows that connect on-chain data with AI-assisted logic.

Front-End Lead — Opolis · *10/2021 – 8/2022*

- Built and documented a complete custom React UI library used across teams for rapid, consistent product delivery.
- Developed a cryptocurrency payroll platform processing millions in multi-currency transactions.
- Led onboarding and enrollment software initiatives that scaled user adoption and company growth.

Front-End Lead — M Science · *3/2020 – 10/2021*

- Architected and launched a new customer portal from scratch, boosting engagement by 40%.
- Instituted front-end testing frameworks and accessibility standards across teams.
- Mentored developers in accessible design systems and modern React practices.

Shopify Lead / Analyst — PFSweb · *Remote · 2/2018 – 3/2020*

- Designed React-based WCAG accessibility utilities for enterprise e-commerce projects.
- Engineered scalable Shopify theme development architecture used across distributed teams.
- Delivered responsive, accessible experiences for international brands.

JavaScript Developer (Contract) — PlanetScale · *Remote Contractor · 4/2019 – 8/2019*

- Enhanced company site with new React features and accessibility improvements.
- Completed Gatsby v2 migration.

Shopify Theme Developer — Troop Themes · *Remote · 9/2016 – 11/2017*

- Developed and published responsive, accessible Shopify themes built for high traffic.
- Automated workflows to improve accessibility and web performance metrics.

Front-End Accessibility Lead — IBM · *Pittsburgh, PA · 4/2013 – 9/2016*
- Led front-end development for IBM Watson's web platform, achieving full WCAG 2.0 AA compliance across core products.
- Engineered 60 FPS UI animations and optimized performance for enterprise-scale user experiences.

Education
University of Pittsburgh, 2000-2003, Computer Science
Montgomery County Community College, 2000, Cum Laude