David Cotelessa

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Skills

A11y, Agile, Angular, Astro, AWS (DynamoDB, IAM, Lambda, RDS), Chrome extensions, client-side, **CSS**, Cypress, Datadog, Docker, Express.js, **Front-end**, **Git**, GitHub, Google Cloud (BigQuery, BigSearch), GraphQL, Figma, HTML, i18n, **JavaScript**, Jekyll, **Jest**, JIRA, Kubernetes, Magento, Material UI, mobile app, MongoDB, Neovim, **Next.js**, **Node.js**, PagerDuty, PHP, **Playwright**, **PostgreSQL**, PostHog, Postman, Prisma, **React**, React Hooks, React-Testing-Library, **Redux**, **REST**, Scrum, Server-side, Shopify, Shopify, styled-components, Subversion, **Tailwind**, Terraform, **TypeScript**, Vite, **VSCode**, **Vue**, Webpack, Woocommerce, Wordpress, WCAG, Zustand

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Career Summary

- **Transforming Ideas into Exceptional Digital Experiences**: As a seasoned software development engineer and strategic communicator, I bridge the gap between technology and business to deliver high-quality solutions that drive results. I craft scalable, maintainable, and simple systems that meet business needs.
- **Collaborative Leader and Mentor**:I excel in team collaboration, fostering a positive work culture through mentorship, pair programming, and constructive feedback. My clear documentation and effective communication ensure diverse groups are aligned with project goals, delivering timely results.
- **Innovative Problem Solver and Quality Champion**: I tackle complex challenges by balancing technical and business considerations, identifying risk, and making pragmatic decisions. I advocate for best practices, ensuring scalability, maintainability, and simplicity in system design.
- **Unique aspects about myself:** Ask me about my 3-d printing or my favorite magic trick.

Work Experience

Career Break

Software Engineer   3/2024 - Present

- **Portfolio** - I created a personal portfolio site to display my personal projects.(https://david.cotelessa.com)
- **Hack for LA** - I volunteered to create issues, PR and fix issue on the Hack for LA website
- **Attesto** - I created a Front-end Demo for Attesto for potential clients to interact with.

Binkey   Washington, DC (Remote)

Full Stack Engineer   3/2023 – 3/2024

- I transferred the payment processing logic of the Binkey FSA/HSA payment processor plugin for Woocommerce/Wordpress to server-side to work with other e-commerce platforms like Shopify and Magento, increasing the number of merchant clients tenfold.
- I was part of the team to design and build the Reimbursement web app and Rewind Chrome extension, to automatically gather receipts for reimbursement of FSA/HSA purchases, improving customer engagement.

PayPal/Honey   Los Angeles, CA

Software Engineer II   2/2021 – 1/2023

- As part of the Chrome extension team, I brainstormed and implemented accessibility and localization features to increase user engagement across 30,000 online merchants.
- I increased customer interaction to 17 million monthly active users and reduced churn across the Honey extension and website by improving performance across the state management logic within React components and fetching user, store and product data across both the Honey extension and website.

Software Engineer   2/2019 – 1/2021
- On the Honey mobile iOS app, I was responsible for testing reliability to improve performance by 20%.
- On the Chrome extension team, I determined code improvements and optimization through internal analytics tools and A/B testing across teams, resulting in a more unified and streamlined user interface across all tools.
- I expanded the reach of our products into other geographic markets by extending localization and accessibility on the website and extension,converting hard-coded English content into local language files.
- I worked on deep-linking to the Chrome extension by refactoring the templates of the Honey's "Explore" webpages, resulting in cleaner, faster builds and a more seamless user experience.
- I ensured more code coverage of unit tests through TDD and end-to-end testing, increasing code reliability.

Hixme   Agoura Hills, CA
Software Engineer   5/2017 – 2/2019
- I simplified onboarding and tailored plan recommendations by delivering the primary consumer-facing React/Redux (Observable) forms for employment healthcare enrollment, improving user experience.
- I planned, researched and delivered an internal customer service tool for logging calls and status tracking, resulting in faster complaint resolutions, increased customer satisfaction and customer interaction.

MXM   Los Angeles, CA
Full Stack Developer   9/2015 – 10/2016
- I streamlined user interaction to sales by converting designs by the Ford design team into dynamic Angular components that geolocation and other tracking factors, streamlining user interaction to sales for Ford.com.
- I researched the transition from Angular to Angular 2 for the frontend.

Other Work Experience

iCrossing   Santa Monica, CA
UI Engineer   4/2015 – 8/2015
Clients: Toyota.com

72andSunny   Los Angeles, CA
Frontend Developer   4/2014 – 3/2015
Clients: Google, Starbucks, Target, The Truth Project, 72andSunny

Heavenspot   Glendale, CA
Frontend Developer   11/2013 – 3/2014
Clients: Netflix, Warner Bros.(CW), NBC/Universal, RocketDog

Tequila   Los Angeles, CA
Interactive Developer   3/2004 – 10/2013
Clients: Nissan, Infiniti, Energizer, Grammys, Jimmy Dean, Visa, Pepsi, Gatorade, Playstation, Pennzoil, Kraft, Uncle Ben's, Principal Financial, Crate & Barrel, Apple

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Education

University of California, Irvine   Irvine, CA
Degree: Bachelor of Arts | *Major:* Studio Art | *Minor:* Computer Science