David Cotelessa

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Career Summary

- I excel in team collaboration, communication and leadership, 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.
- I problem-solve complex challenges by balancing technical and business considerations, identifying risk, and making pragmatic decisions. I champion for best practices, scalability and maintainability in system design.
- I work with two cats. 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)
  *Skills: Astro, Git, HTML, Tailwind CSS, **Typescript**, Vercel*
- **Hack for LA** - I volunteered to create issues, PR and fix issue on the Hack for LA website
  *Skills: Google Apps Scripts, **Git, GitHub, Javascript**, Jekyll*
- **Attesto** - I created a Front-end Demo for Attesto for potential clients to interact with.
  *Skills: Figma, HTML, **React**, Tailwind CSS, **Typescript***

Binkey   Remote

Full Stack Engineer   3/2023 – 3/2024

- To increase the number of merchant clients tenfold from the initial Wordpress plugin, I transferred the payment processing logic of the Binkey FSA/HSA payment processor plugin to Node.js server-side to expand across other ecommerce platforms like Shopify and Magento.
- 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.

*Skills: A11y, Agile, AWS (DynamoDB, IAM, Lambda, RDS), Chrome extensions, client-side, Datadog, Docker, Express.js, **Front-end, Git**, GitHub, Figma, HTML, **JavaScript**, JIRA, Kubernetes, Magento, MongoDB, Neovim, **Next.js**, **Node.js**, PHP, **Playwright**, **PostgreSQL**, PostHog, Postman, **React**, React Hooks, React-Testing-Library, **REST**, Scrum, Server-side, Shopify, **Tailwind CSS**, Terraform, **TypeScript**, Vite, **VSCode**, **Vue**, Webpack, Woocommerce, Wordpress*

PayPal/Honey   Los Angeles, CA

Software Engineer   2/2019 – 1/2023

- As part of the Chrome extension team tasked with improving reach and scope of the product, I implemented accessibility and localization features to increase user engagement across 30,000 online merchants.
- To improve performance as our customer base grew, I was integral to improving performance across the state management logic (Redux Toolkit was implemented) within React components and fetching user, store and product data across both the Honey extension and website, which resulted in increased customer interaction to 17 million monthly active users and reduced churn across the Honey extension and website.
- To drive improvements in user engagement, I determined code improvements and optimization through custom internal analytics tools and A/B testing across teams, resulting in a more unified and streamlined user interface across all tools.

- In order to provide more product data for customers, I refactored the templates of the Honey's "Explore" webpages to deep-link to the Chrome extension, resulting in deeper dives into product data while displaying meaningful product insights from the extension.
- To increase code reliability, I ensured more code coverage of unit tests through TDD and end-to-end testing.
- On the Honey mobile iOS app, I was responsible for testing reliability to improve performance by 20%.

*Skills: A11y, Agile, Chrome extensions, client-side, **CSS**, Cypress, Datadog, Docker, Express.js, **Front-end, Git**, GitHub, Google Cloud (BigQuery, BigSearch), GraphQL, Figma, HTML, i18n, **JavaScript, Jest**, JIRA, Kubernetes, mobile app, MongoDB, Neovim, **Next.js, Node.js**, PagerDuty, **PostgreSQL**, Postman, **React**, React Hooks, React-Testing-Library, **Redux, REST**, Scrum, Server-side, styled-components, **Tailwind**, Terraform, **TypeScript**, Vite, **VSCode**, Webpack, WCAG*

Hixme
Agoura Hills, CA
Software Engineer
5/2017 – 2/2019

- To simplify large selections of healthcare options, I created the user experience for onboarding and tailored plan recommendations using consumer-facing React/Redux (Observable) forms for healthcare enrollment.
- 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.

*Skills: A11y, Agile, client-side, **CSS**, Cypress, Express.js, **Front-end, Git**, GitHub, Figma, HTML, i18n, **JavaScript**, Jekyll, **Jest**, JIRA, Material UI, Neovim, **Node.js, PostgreSQL**, Postman, Prisma, **React, Redux, REST**, Scrum, Server-side, **Tailwind, VSCode**, WCAG*

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.

*Skills: A11y, Adobe Experience Manager, Agile, Angular, client-side, **CSS, Front-end**, HTML, i18n, **JavaScript**, JIRA, **REST**, Scrum, Server-side, Subversion, **TypeScript, VSCode***

Other Work Experience

iCrossing
Santa Monica, CA
UI Engineer
4/2015 – 8/2015

I worked with client *Toyota.com* to provide weekly ads on their website to provide dynamic purchase funnels.

72andSunny
Los Angeles, CA
Frontend Developer
4/2014 – 3/2015

I created integral parts of interactive ad campaigns for clients *Google, Starbucks, Target, The Truth Project, 72andSunny*, translating approved designs to production ready deliverables.

Heavenspot
Glendale, CA
Frontend Developer
11/2013 – 3/2014

I created interactive templates and ads for clients *Netflix, Warner Bros.(CW), NBC/Universal, RocketDog* as part of their branding across multiple social platforms.

Tequila   Los Angeles, CA
Interactive Developer   3/2004 – 10/2013
I worked on client branding for *Nissan, Infiniti, Energizer, Grammys, Jimmy Dean, Visa, Pepsi, Gatorade, Playstation, Pennzoil, Kraft, Uncle Ben's, Principal Financial, Crate & Barrel, Apple*, primarily in interactive advertising, takeovers and experimental campaigns.

Education

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