

David Cotelessa

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Tools: Javascript | Typescript | Node.js | CSS (Tailwind) | PHP | HTML

Frameworks: React.js | Redux | Next.js | Vue.js | Angular.js | Wordpress | Shopify

Services: Github | PostgreSQL | AWS | Terraform | Docker | MongoDB | Google Cloud

Career Synopsis

- **Seasoned Software Development Engineer:** JavaScript specialist for client and server-side applications. Adept at rapidly adopting new technologies to deliver high-quality solutions in dynamic environments.
 - **Strategic Communicator:** Bridges technical and non-technical stakeholders. Excels in team collaboration, clear documentation, and aligning diverse groups with project goals.
 - **Team Catalyst:** Fosters positive work culture through mentorship, pair programming, and constructive feedback. Effectively manages expectations with regular updates.
 - **Innovative Problem Solver:** Tackles complex challenges by balancing technical considerations with business needs. Skilled in risk identification and pragmatic decision-making.
 - **Quality Champion:** Advocates for best practices, scalability, and maintainability. Ensures timely project delivery through clear milestones and robust monitoring processes.
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Recent Projects

Hack for LA - Volunteer maintenance for Hack for LA website	5/2024 - Present
Attesto - Frontend Demo for Attesto client app	4/2024 - Present

Work Experience

Binkey	3/2023 – 3/2024
Full Stack Engineer (Front End)	Remote

Projects: Web application, Woocommerce plugin, Shopify app, Chrome extension

- Owned the Binkey Payment plugin for Woocommerce/Wordpress, Shopify, and other e-commerce platforms, an online FSA/HSA identification and payment processor for online stores, increasing merchant sales for FSA and HSA eligible products.
- Build, troubleshoot and update the components and logic of the Reimbursement web app and Rewind web app, which allowed customers to automatically gather receipts for reimbursement of FSA/HSA purchases, improving customer engagement significantly.

PayPal	1/2021 – 1/2023
Software Engineer II	Los Angeles, CA

Projects: Honey browser extension, joinhoney website:

- Brainstorming the direction of and building the components and logic for the Price Comparison product using React, significantly increasing user engagement working with over 30,000 online merchants across various Honey tools.
- Identified and resolved gaps in user, store and product data, resulting in improved rendering across both the Honey extension and website, improving customer interaction to 17 million monthly active users and reducing product churn.

Honey	2/2019 – 1/2021
Software Engineer	Los Angeles, CA

Projects: Honey iOS Mobile App, Honey browser extension:

- Collaborated with the iOS mobile team to refactor, test and improve the Honey mobile app
- Cross-collaborated with various product teams to create a more unified and streamlined user interface across all Honey tools through assessing internal analytics and A/B testing, improving user interaction and reducing churn.
- Increased localization and accessibility on the website and extension through converting hard-coded English content into local language files, expanding product reach into other regions.
- Refactored Honey's "Explore" page, resulting in cleaner, faster, and more compliant code as well as a more seamless user experience, reducing development time and introducing deep-linking to the Chrome extension.

Hixme

Agoura Hills, CA

Javascript Engineer

5/2017 – 2/2019

- Delivered consumer-facing React/Redux forms for employment healthcare enrollment to simplify onboarding and tailor plan recommendations, improving user experience.
- Planned, executed and delivered an internal customer service tool using React for logging calls and status tracking, resulting in faster complaint resolutions, increased customer satisfaction, and analytics to improve customer interaction.

MXM

Los Angeles, CA

Full Stack Developer

9/2015 – 10/2016

Project: Ford.com

- Delivered web components for Ford.com using Angular designed by the Ford design team, resulting in dynamic content based on geolocation and other tracking factors, streamlining user to sale interactions.
- Researched roadmaps to transition from Angular to Angular 2 for the frontend.

iCrossing

Santa Monica, CA

UI Engineer

4/2015 – 8/2015

Project: Toyota.com

- Maintained and updated weekly dynamic Toyota auto ads delivered across the Toyota.com website, including localization for the Spanish audience, increasing the user engagement funnel from ad to sale.

72andsunny

Los Angeles, CA

Frontend Developer

4/2014 – 3/2015

Clients: Google, Starbucks, Target, The Truth Project, 72andsunny

- One of the founding engineers on the interactive ad design team, responsible for building responsive and animated web applications for clients such as Google, Starbucks, Target, and more, with the result of increased user engagement across all projects.
- Improved workflow and responsiveness on internal projects and multiple client web applications.
- Researched and implemented pixel perfect best practices and frontend standards to ensure client satisfaction.

Heavenspot

Glendale, CA

Frontend Developer

11/2013 – 3/2014

Clients: Netflix, Warner Bros.(CW), NBC/Universal, RocketDog

- Developed Flash games and ad banners for clients such as Netflix, WB, NBC/Universal, improving user interaction significantly.
- Created maintainable and cross-functional widgets for client sites, engaging more users in a more meaningful way.
- Developed web applications and content management themes for content managed websites.

TEQUILA (TBWA CHIAT DAY)

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

- Designed highly interactive ads as part of numerous brand campaigns, including several complex full-page banner ad takeovers delivered across many ad portals, like Doubleclick and Sizmek, on sites like MSN and Yahoo, improving viewer engagement with the brands significantly.
- Developed custom reusable Actionscript code to increase ad production, efficiency and eliminate redundant work, improving workflow.

Education**University of California, Irvine** | Irvine, CABachelor of Arts | *major:* Studio Art | *minor:* Computer Science

Work experience before 2004 is available on request:

website development for entertainment properties and media authoring.