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

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Career Synopsis

- **Seasoned Software Front-end Engineer**: I specialize in JavaScript and Node for front-end and server-side applications. I am also adept at rapidly adopting new technology to deliver high-quality solutions in dynamic environments.
- **Strategic Communicator**: I excel in team collaboration, clear documentation, and align multiple teams w/ project goals.
- **Team Catalyst**: I encourage a positive work culture through mentorship, pair programming, and constructive feedback. I effectively manage expectations with regular consistent updates to the team and company.
- **Innovative Problem Solver**: I tackle complex challenges by balancing technical considerations and tradeoffs with business needs. I identify risk, and make decisions pragmatically.
- **Quality Champion**: I am an advocate for best practices, like scalability, maintainability and simplicity in system design. I ensure timely project delivery through clear milestones and rely on robust telemetry and observability.

Recent Projects

Portfolio - I am constantly updating my Astro-based personal portfolio (https://david.cotelessa.com)   6/2024 - Present
Hack for LA -https://www.cityofburbankjobfair.com/   5/2024 - Present
Attesto - I created a Front-end Demo for Attesto to show to potential clients.   4/2024 - Present

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Work Experience

Binkey   Remote
Full Stack Engineer   3/2023 – 3/2024

- I was tasked to update the Binkey FSA/HSA payment processor plugin for Woocommerce/Wordpress to work with other e-commerce platforms like Shopify and Magento, increasing merchant sales for healthcare products.
- I updated the design and logic of React components of the Reimbursement web app and Rewind web app, to automatically gather receipts for reimbursement of FSA/HSA purchases, improving customer engagement significantly.

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

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

- I brainstormed and implemented accessibility and localization features within the React components for the Price Comparison Chrome extension, as part of a mission to increase user engagement across 30,000 online merchants.
- I improved the state management logic across user, store and product data across both the Honey extension and website, improving customer interaction to 17 million monthly active users and reducing product churn.

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

- I was initially hired to refactor, test and improve the Honey mobile iOS app.
- I used internal analytics and A/B testing from our team and other teams to determine code improvements and optimization, resulting in a more unified and streamlined user interface across all Honey tools.
- I improved localization and accessibility on the website and extension through converting hard-coded English content into local language files for preparing the reach of our products into other geographic markets.
- I refactored the templates of the Honey's "Explore" webpages, resulting in cleaner, faster builds, with more compliant code as with a more seamless user experience, introducing deep-linking to the Chrome extension.

Projects: Honey IOS Mobile App, Honey browser extension, Honey product website

Hixme   Agoura Hills, CA

Javascript Engineer   5/2017 – 2/2019
- I delivered the primary consumer-facing React/Redux forms for employment healthcare enrollment to simplify onboarding and tailor plan recommendations, improving user experience.
- I planned, researched 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
- I converted designs by the Ford design team into dynamic Angular components that geolocation and other tracking factors, streamlining user interaction to sales.
- I researched the possible transition from Angular to Angular 2 for the frontend.

Project: Ford.com

iCrossing   Santa Monica, CA

UI Engineer   4/2015 – 8/2015
- I 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.

Project: Toyota.com

72andsunny   Los Angeles, CA

Frontend Developer   4/2014 – 3/2015
- As one of the founding engineers on the interactive ad design team, I was 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.
- I created team documentation to improve workflow and responsiveness on internal projects and client apps.
- I was responsible for pixel perfect best practices and frontend standards in Actionscript to ensure client satisfaction.

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

Heavenspot   Glendale, CA

Frontend Developer   11/2013 – 3/2014
- I developed Flash games and ad banners for clients such as Netflix, WB, NBC/Universal to track and improve user engagement with brands across different social platforms.
- I created maintainable and cross-functional Javascript widgets for Tumblr and other social sites to be branded for clients.
- I developed web applications and content management themes for content managed websites.

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

TEQUILA (TBWA CHIAT DAY)   Los Angeles, CA

Interactive Developer   3/2004 – 10/2013
- I designed and constructed 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.
- I developed custom reusable Actionscript classes and functions to improve the workflow of weekly ad production.

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

Bachelor of Arts | *major:* Studio Art | *minor:* Computer Science

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Work experience before 2004 is available on request:
website development for entertainment properties and media authoring.