David Cotelessa | Burbank CA 91502, USA

Email: david@cotelessa.com | **Phone (Mobile):** 1-323-839-0272

LinkedIn: https://www.linkedin.com/in/dcotelessa

- I work alongside my two cats. Ask me about my 3-d printing or my favorite magic trick.
- 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**.

Work Experience

Career Break | Los Angeles | Software Engineer   3/2024 - Present
- **Portfolio Development** - Architected and built a modern personal portfolio website (https://david.cotelessa.com) using **Astro** framework with **TypeScript**, implementing type-safe components and data structures that showcase personal projects with optimal loading performance and **SEO**
- **Hack for LA** - Volunteered to open-source civic tech projects by identifying, documenting, and resolving 15+ **GitHub** issues on the Hack for LA website, implementing **JavaScript** improvements
- **Hack for LA** - Developed custom **Google Apps Scripts** with **TypeScript** declarations to automate data processing workflows, reducing manual administrative tasks by approximately 30% for the organization
- **Attesto Demo Prototype** - Developed an front-end demo for Attesto using **React**, **TypeScript** and **Tailwind CSS**, implementing pixel-perfect UI from **Figma** designs to impress potential clients

Binkey | Remote | Full Stack Engineer   3/2023 – 3/2024
- Led the migration of payment processing logic from **WordPress/Woocommerce** (**PHP**) to a **Node.js/TypeScript** server-side architecture, enabling platform-agnostic integration with **Shopify** and **Magento**, resulting in a 10x increase in merchant client acquisition
- Architected and implemented **RESTful API**s using **Express.js** and **TypeScript** that facilitated seamless communication between the payment processor and various e-commerce platforms
- Collaborated in developing the "Reimbursement" web application using **Next.js** and **TypeScript**, implementing responsive UI components with **React** and **Tailwind CSS** that improved user experience for submissions to healthcare to use FSA/HSA accounts
- Built the frontend of the "Rewind" Chrome extension using **TypeScript** that automatically captured and processed receipts, reducing manual entry time by approximately 75% and increasing customer engagement
- Implemented comprehensive end-to-end testing using **Docker** and **Playwright**, achieving 90%+ test coverage for critical payment flows and reducing production bugs. **Datadog** was also used for analytics.
- Utilized **AWS** services (**Lambda, DynamoDB, RDS**) with infrastructure as code through **Terraform** to create scalable and maintainable cloud infrastructure

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 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 using **GraphQL** across both the Honey extension and website, which resulted in increased customer interaction to 17 million monthly active users and reduced churn across the extension and website.
- To drive improvements in user engagement, I determined code improvements and optimization through **DataDog** as well as 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 from and to the **Chrome extension**, resulting in deeper dives into product data

- 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%

Hixme | Agoura Hills, CA | Software Engineer   **5/2017 – 2/2019**
- Developed the intuitive UI for a streamlined healthcare enrollment platform using **React**, and **TypeScript** to simplify complex healthcare optionsl, resulting in a 40% reduction in enrollment abandonment rates
- Designed and implemented responsive, accessible (**WCAG**-compliant) form components with **TypeScript** type validation that guided users through personalized healthcare plan recommendations, increasing conversion rates by 25% and reducing selection errors by 35%
- Spearheaded the development of an internal customer service management system using **Node.js**, **Express**, and **TypeScript**, implementing RESTful APIs that integrated with **PostgreSQL** and **Prisma**
- Built comprehensive logging and status tracking features for the customer service tool that reduced complaint resolution time by 45% and improved overall customer satisfaction scores by 28%
- Implemented automated testing with **Jest** and **Cypress**, achieving 85% test coverage and reducing regression issues by 60%
- Collaborated with UX/UI designers to transform **Figma** mockups into pixel-perfect, responsive interfaces using **TypeScript**, **CSS**, and **Material UI** components, ensuring consistent user experience across devices

MXM | Los Angeles, CA | Full Stack Developer   **9/2015 – 10/2016**
- Developed high-performance, location-aware components for Ford.com using **Angular** and **TypeScript**, implementing geolocation services that increased qualified leads by 35% and improved conversion rates
- Collaborated directly with Ford's design team to transform high-fidelity mockups into responsive, accessible (**A11y**-compliant) UI components, ensuring pixel-perfect implementation across all device types
- Created robust data tracking modules using TypeScript that captured user behavior metrics, enabling targeted marketing efforts that improved sales funnel performance by 32%
- Led research and prototype development for migration from **Angular** 1.x to **Angular** 2, creating a comprehensive transition plan and TypeScript migration strategy that reduced projected development time
- Implemented internationalization (**i18n**) features using TypeScript to match Ford's digital markets, supporting multiple languages and regional content delivery

Other Work Experience
iCrossing | Santa Monica, CA | UI Engineer   **4/2015 – 8/2015**
Developed dynamic weekly advertisement components for Toyota.com using **JavaScript, Backbone.js,** and responsive design techniques, implementing purchase funnel optimization increasing clickthrough rates by 25%.

72andSunny | Los Angeles, CA | Frontend Developer   **4/2014 – 3/2015**
Created interactive campaign elements for major brands including Google, Starbucks, and Target, transforming design into production-ready frontend campaigns with cross-browser compatibility and optimized performance.

Heavenspot | Glendale, CA | Frontend Developer   **11/2013 – 3/2014**
Built responsive templates and interactive advertisements for Netflix, Warner Bros. (CW), and NBC/Universal, implementing cross-platform campaigns that promoted brand consistency across social media environments.

Tequila | Los Angeles, CA | Interactive Developer   **3/2004 – 10/2013**
Longtime collaborator on frontend development for prestigious clients including Apple, Nissan, PlayStation, and Pepsi, specializing in cutting-edge interactive advertising campaigns, immersive website takeovers, and experimental digital experiences that consistently exceeded engagement benchmarks.

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