

Hale Rankin

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Senior UX Engineer

Building Better Developer & User Experiences | Mentor & Systems Thinker

Front-end engineer with a UX mindset, specializing in building accessible, component-driven interfaces at enterprise scale. Expertise in design systems, CI/CD automation, developer experience. Proven background in leading CI/CD pipeline automation for design systems, building testable, accessible Web Components, and mentoring developers and scaling cross-team collaboration. Passionate about creating inclusive and efficient experiences. Thrive at the intersection of technical rigor and human-centered design.

KEY SKILLS

User Experience (UX) | Web Components | TypeScript | Angular | React | Storybook | Accessibility Testing | Developer Experience (DX) | Building CI/CD Pipelines | Developer Tooling | Secure Deployment Workflows

EXPERIENCE

MICROSOFT, United States

February 2020-May 2025

Senior UX Engineer

Built accessible, scalable Web Components for Fabric, Microsoft's enterprise analytics platform. Collaborated across engineering, design, and product teams to deliver resilient, reusable UI infrastructure. Spearheaded DevOps automation for testing and deployment workflows, while mentoring the next generation of UX engineers.

- Developed testable, standards-compliant Web Components, improving product consistency and reusability, reducing development time by 30% for faster feature rollouts.
- Established CI/CD pipelines, reducing deployment time by 40% and ensuring more consistent delivery of updates.
- Designed a testing strategy for unit, accessibility, and Storybook-based interactive tests, reducing post-release issues by 20% and accelerating feedback cycles.
- Mentored over 100 college students and mid-career professionals transitioning into tech, providing code reviews and career guidance, contributing to Microsoft's pool of eligible candidates for UX Design and Engineering.
- Integrated AI-assisted tools to enhance planning and prototyping workflows, reducing manual task time by 25% and boosting team efficiency in delivering UI components.

MURPHY & ASSOCIATES, INC., Redmond, WA

April 2019 - February 2020

Microsoft, Web Developer

Contributed to a scalable internal service used across Microsoft, focusing on robust frontend architecture using .NET MVC and Razor. Prioritized clean, maintainable code and long-term solutions over short-term fixes, working closely with the existing engineering team.

- Built and maintained Razor-based UI components in a .NET MVC application, improving performance and accessibility, resulting in a 10% increase in user engagement.
- Wrote structured, scalable HTML/CSS/JS for enterprise services, ensuring maintainable code that reduced future technical debt and improved collaboration across teams.
- Collaborated with engineers to implement solutions optimized for performance and maintainability, reducing system load time by 20% and improving overall application speed.

CREATIVE CIRCLE, Seattle, WA

August 2018 - February 2019

Amazon, Web Developer

Joined a fast-paced team focused on Amazon's packaging platform, serving global customers. Developed new customer-facing features, with a focus on accessibility and internationalization standards.

- Built a data-driven, internationalized web portal with global reach, increasing international user engagement by 25%.
- Designed and implemented WCAG-compliant accessibility improvements, enhancing usability for 100,000+ users and ensuring compliance with accessibility standards.
- Collaborated with cross-functional teams to communicate Amazon's commitment to sustainable packaging, strengthening brand alignment and customer trust.

RATIONAL, Redmond, Washington

January 2017 - July 2018

Microsoft, Web Developer

Supported the azure.microsoft.com (ACOM) team, maintaining a highly trafficked, data-driven website. Delivered frontend enhancements for web and email, while contributing to workflow documentation and accessibility standards.

- Updated Razor/MVC views and frontend code daily, improving site uptime by 15% through rapid iteration.
- Authored onboarding documentation for new frontend developers, reducing onboarding time by 25% and improving team productivity.
- Implemented WCAG 2.0 AA accessibility fixes across Azure.com, improving compliance and accessibility scores and reducing legal risks for the platform.
- Prototyped UI improvements and created reusable email templates, reducing future email campaign development by 30-40% and improving content update efficiency.

POP, Seattle, WA

December 2011 - November 2016

Senior Frontend Developer

Led frontend development for high-visibility digital campaigns and corporate websites for global brands including Nintendo, Microsoft, and Target. Delivered responsive, accessible UIs across modern and legacy browsers.

- Developed responsive, cross-browser websites, driving a 20% increase in user engagement and ensuring compatibility across modern and legacy browsers, improving accessibility for all users.
- Extended codebases with utility libraries and custom UI logic, improving scalability and maintainability, reducing bug reports by 15%.
- Collaborated closely with design directors to ensure high-impact user experiences that resulted in a 30% increase in customer satisfaction ratings.
- Facilitated collaboration with offshore teams, improving communication and reducing project delivery time by 10%.

EDUCATION

Bachelor of Arts, BA, Communications, New Media Studies

University of Washington

CERTIFICATIONS

Database Design & Administration

Seattle Central College

Microsoft Global Hackathon