JOE **GIUFFRIDA**
Front-end Engineer

jm.giuffrida@gmail.com
717.779.4601
1909 Vicki Drive
York, PA 17403

Experience

VideoAmp — Santa Monica, CA (Remote)

Senior Front-end Engineer   Nov 2018 — Mar 2020

Member of a team focused on creating design systems and reusable components built for in-house use. Lead architect on an in-house Typescript/React/D3 based data visualization library.

- Architected and implemented reusable React components for use throughout multiple products for TV ad campaign management/planning/reporting.
- Created component tests with Jest/Enzyme/Percy, including testable D3 components through the use of react-faux-dom.
- Created customizable D3 visualizations for open source (not yet released) and internal use. Visualizations included standard charts (BarChart, LineChart, etc.) as well as custom concepts based on UX designs.
- Mentored developers in-house and off-shore on contributing to the internal design system and creating visualizations with D3.
- Directly contributed to product UI features using TypeScript/React/Node.js. Added mission critical pages to give users a way to quickly view metrics/data about high value ad campaigns.
- Effectively communicated to teams (remote and in-office) to remain in sync via Slack/Zoom/email.

AOL/Oath/Verizon — Baltimore, MD

Senior Software Engineer   Oct 2015 — Nov 2018

Technical Lead on a full stack team focused on building self-service Ember UI's for publishers looking to monetize their sites and mobile apps.

- Architected and implemented Ember and AngularJS UI's for use in configuring an ad-server handling 1 billion+ ad requests per day.
- Championed automated testing within team, advocating for testable code and functional test coverage.
- Implemented suite of automation tests using Cypress with http mocks.
- Core contributor & reviewer for internal Angular and Ember UI component libraries.
- Participated in recruiting/community-building activities through hosting meetups.

Systems Alliance, Inc. — Hunt Valley, MD

UX Team Lead/Senior Software Engineer   June 2012 — Oct 2015

Lead UI/UX developer responsible for multiple products including an enterprise CMS (SiteExecutive) and a policy and procedure management platform (Acadia). Involved in entire product/feature lifecycle from design and usability to front-end architecture and development.

- Developed multiple JavaScript libraries to make features faster to develop and easier to maintain. Libraries included an MV* framework, a client-side templating engine, and a custom event library.
- Created UI Component library to allow for a consistent look and feel throughout products as well as reducing future maintenance costs.
- Led development team transition from Waterfall to Agile Scrum increasing team collaboration and effectiveness.
- Mentored junior developers in best practices in client-side development.

Web Developer   September 2009 — June 2012

Responsible for developing responsively designed websites in HTML/CSS/JS and implementation into SiteExecutive CMS for a wide range of healthcare and higher education clients. Developed custom CMS extensions to fit individual client needs.

- Developed sites based on designer provided mockups and implemented into SiteExecutive CMS.
- Planned, scoped, architected, and developed large scale client extensions of core SiteExecutive CMS functionality.
- Championed and instructed team members in the use of responsive web design for client projects.

Preferred Technologies

JavaScript, HTML, CSS/SASS/LESS, TypeScript, React, D3, Node.js, yarn, git, react-redux, Jenkins

Education

YTI: Career Institute, York, PA
Associates Degree — 2007
Computer Systems Specialist, Cyber Security