

# Moses Umogbai

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## Overview

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**Experienced Front-end Engineer** with expertise in developing secure, scalable, and responsive web and mobile applications across diverse tech stacks. Skilled in agile environments and leveraging cutting-edge technologies to drive business impact and deliver exceptional user experiences

## Skills

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**Languages Frameworks & Libraries:** React, JavaScript, TypeScript, HTML5, CSS3/SASS, NextJS, jQuery, Axios, NodeJS, ExpressJS, MongoDB, Java, Python, Bash, Jest Test, Storybook, Lerna, AMPscript, Guide Template Language

**State Management Patterns/Architectures:** Model-View-Controller (MVC) / Model-View-ViewModel (MVVM), Flux, Redux, Redux Tool Kit, Redux Toolkit Query, REST APIs

**Content Management Systems:** Adobe Experience Manager (AEM), WordPress, Shopify

**Analytics & Personalization:** Certona, Gigya, Salesforce Marketing Cloud (SFMC), Sumo Logic

**Cloud Technologies:** Amazon Web Services (AWS), Microsoft Azure, New Relic

**CI/CD Tools:** Git, Rundeck, Bamboo, Ansible, Jenkins, Terraform, Docker, Kubernetes

## Experience

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### Canadian Tire Corporation | Toronto, ON

#### *React - Front-end Engineer / Product Engineering*

*Oct 2020 – Present*

- **Led the design and development of Dynamic Recommendations** features and carousels, such as Hot Sellers, Top Categories, Frequently Bought Together, leading to a **40% increase in sales** and **\$50M in monthly user transactions** through user-generated content
- **Developed Single Sign-On (SSO) functionality** across multiple brands (Canadian Tire, Party City, Marks, Atmosphere, and L'equipeur), boosting **user retention and conversion rates by 60%** by enabling seamless access with a single set of credentials
- **Created and delivered Sales Alerts feature** on the BuyBox for all products, empowering users to opt into price drop notifications, which resulted in a **15% increase in sales and customer conversions**
- **Implemented Homepage First Impressions** section with weekly deals, promos, and clearance items, driving a **\$60M revenue increase** by enhancing user access to and engagement with key offers
- **Revamped the frontend architecture** for Triangle (subsidiary), implementing transaction components and streamlining sign-in/registration flows, leading to a **\$30M revenue increase** and significantly improving **code reusability, readability, and quicker development lifecycles**

#### *Android Mobile Application Developer / Mobile Technology*

*Feb 2020 – Sept 2020*

- Contributed to way-finding initiative to help users to navigate stores with precision and ease
- Developed a new home screen as per design specifications improving user experience and personalization

#### *DevOps Engineer / Cloud Operations & Automation*

*June 2019 – Jan 2020*

- Implemented new relic dashboards based on specific rules to monitor and efficiently filter through superfluous logs while also tracking server utilization metrics
- Automated Operating System patching on servers keeping the machines updated with security fixes and critical bug fixes

## Education

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### Seneca College | Toronto, ON

Degree in Computer Networking Systems Technology

*June 2018*

### University of Toronto | Toronto, ON

Computer Science

*April 2016*