LISA YIP

SUMMARY

Dynamic front end engineer with a zeal for UI/UX, branding, and creative engineering. Thrives in collaborative environments, transforming ideas from concept to prototype and production. Passionate about crafting impactful design systems.

SKILLS

Frameworks/Languages	React, ES6 JavaScript, Typescript, i18n
Web Technologies	HTML5, CSS3, WCAG 2.1
Design	Technical scoping, design and product review, prototyping, QA

EXPERIENCE

INSTRUMENT | **SR. FRONT END ENGINEER** 07/2023 – 12/2023

- Led front-end development projects for Salesforce Dreamforce.com and Nike 2023 Year in Review
- Championed continuous professional growth in front-end technologies, enhancing website functionality, user interaction, brand consistency and global accessibility leveraging HTML, SCSS, JavaScript, and Adobe Experience Manager (AEM), React, Remix, and i18n
- Garnered recognition for proactive leadership and mentorship, ensuring high-quality delivery and team performance excellence

FULLSTORY | **SOFTWARE ENGINEER II, PRODUCT** 06/2021 – 09/2022

- Enhanced digital experiences on the application team, boosting business value and growth
- Developed and implemented new features that analyzed user behavior patterns, resulting in a 15% increase in customer retention through two major project launches, Journey Maps and Heatmaps
- Deepened expertise in API connections, test integration, and UI creation using React, TypeScript, and Go

PATREON | **SOFTWARE ENGINEER II, UX** 03/2019 - 11/2020

- Drove product development and brand elevation in the creative economy, updating marketing collateral to increase awareness
- Rebuilt pricing and concierge flow, leading to a 60% increase in membership within six months
- Enhanced site accessibility and mobile responsiveness, boosting customer visits and retention

DROPBOX | **SOFTWARE ENGINEER, FRONT END** 08/2016 - 03/2019

- Oversaw key website projects ensuring 100% on-time project delivery including blogs and business pages, focusing on user experience and accessibility.
- Implemented a dynamic, reusable component system in Adobe Experience Manager, reducing development time by 25% and enhancing scalability across multiple projects

LAWRENCE BERKELEY NATIONAL LABORATORY | **WEB DEVELOPER** 07/2014 - 07/2016

AWARDS AND SELF DEVELOPMENT

GENERAL ASSEMBLY | **USER EXPERIENCE DESIGN** 2020
THE WEBBY AWARDS | **DROPBOX, WORK IN PROGRESS BLOG** 2019

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO | **BS COMPUTER ENGINEERING**

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