LISA YIP

SUMMARY

Frontend engineer specializing in high-performance, accessible, and scalable web experiences. Skilled in building reusable components, optimizing performance, and enhancing UX while collaborating across teams to deliver polished, brand-aligned digital experiences.

SKILLS

Frontend	React, TypeScript, ES6 JavaScript, HTML5, CSS3, SCSS
Accessibility & UI	WCAG 2.1 Compliance, Responsive Design, Cross-Browser Testing
Tooling & CMS	Adobe Experience Manager, Contentful, Webflow, Builder.io
Collaboration & Testing	A/B Testing, Jest, Cypress, Figma, QA Reviews

EXPERIENCE

FREELANCE & CONTRACT WORK | SR. FRONT END ENGINEER   02/2023 – Present

- Constructed high-traffic web applications and user interfaces for Fortune 500 brands and tech companies, optimizing performance, accessibility (WCAG 2.1), and cross-platform consistency.
- Instrument (Contract): Built Nike's 2023 Year in Review, an interactive storytelling project, leveraging GSAP, Remix, React, and SCSS for seamless animations and optimal UX.
- Zapier (Independent Contract): Supported design with frontend development in Builder.io while navigating security constraints for the conference and homepage refresh, reducing engineering reliance by 85%.
- Delivered web development and maintenance for independent clients, including TEDAI Conference and WordPress sites.

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

- Enhanced and deployed behavior-tracking features (Journey Maps, Heatmaps) using React and TypeScript, increasing retention by 15%.
- Leveraged existing APIs to develop new frontend features, improving system efficiency.

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

- Refactored and optimized the pricing and concierge flow using A/B testing, leading to a 60% increase in memberships within six months.
- Led and developed Creativity Over Everything, overseeing cross-team collaboration and delivering a responsive SXSW brand campaign landing page in three weeks using React and Parcel.js.

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

- Developed and maintained high-traffic blog and business pages, ensuring 100% on-time delivery and WCAG 2.1 compliance.
- Engineered a reusable component library in AEM, reducing development time by 25%.

INFORMATICA | WEB APPS INTERN   SUMMER 2013, 2015

- Streamlined intranet management with SharePoint 2010 and AEM, boosting enterprise collaboration and UX.

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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