

# LISA YIP

## SUMMARY

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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

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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

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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%.

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

## AWARDS AND SELF DEVELOPMENT

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GENERAL ASSEMBLY   <b>USER EXPERIENCE DESIGN</b>	2020
THE WEBBY AWARDS   <b>DROPBOX, WORK IN PROGRESS BLOG</b>	2019

## EDUCATION

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