

# Britta Rodenbeck

Frontend & UI/UX Developer

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## EXPERIENCE

### Signal Advisors

Software Engineer

NOVEMBER 2021 — NOVEMBER 2023

- **Tech stack:** TypeScript, React, Redux, GraphQL, Nest, Material UI
- Used React, TypeScript, GraphQL, and Nest within an Agile Scrum team to deliver a platform for financial advisors to optimize operations, manage marketing, and process advanced payments.
- Orchestrated a transformative six-month project to overhaul the commission advancement system, successfully processing \$750M in transactions annually, more than tripling transaction volumes year-over-year.
- Streamlined the discovery-to-production pipeline by 3x by establishing a high-performing "product trio," comprising an engineer, product manager, and UI designer.
- Championed web accessibility standards and practices, conducting audits and prioritizing improvements for our software for inclusivity and compliance.
- Led an initiative to upgrade major versions of React and Material UI across multiple repositories. Emphasized a seamless transition with minimal disruption to developer experience and sustained high output.

### Xenith

Team Lead, Product Manager

MAY 2021 — OCTOBER 2021

- **Tech stack:** React, GatsbyJS, Shopify Liquid, Vue.js, GraphQL
- Managed sprint planning and prioritization across all digital properties as technical lead for a cross-functional team of in-house and contracted developers and designers.
- Achieved a +43% conversion rate and +109% year-over-year revenue increase within the first 30 days of migrating Xenith.com to Shopify Plus. Led design and development alongside an external Shopify agency, completing the successful redesign in just 13 weeks.
- Trained team members on ADA standards while improving UX accessibility.
- Continued all senior web developer responsibilities as detailed below.

### Xenith (cont.)

Senior Web Developer

FEBRUARY 2020 — MAY 2021

- **Tech stack:** React, GatsbyJS, Shopify Liquid, Vue.js, GraphQL
- Strategized, designed, and developed an industry-first B2B team-site digital hub during the COVID period. In its first 12 months, team.xenith.com generated 30% of the sales team pipeline and over \$2.4 million in website-sourced revenue.

## SKILLS

**JavaScript** ES6 / ES7+, TypeScript, React, Redux, React Hooks, React Query, Context API, Next.js, Gatsby, Vue.js, Vuex, Nuxt, Nest

**CSS** CSS3, Sass, CSS / SVG animations, Styled components, CSS Modules, BEM, Material UI, Bootstrap, Tailwind CSS

**Design** Responsive design, Figma, Sketch

**Testing** React Testing Library, Jest, Cypress

**Tooling** Git, Storybook, GraphQL, Webpack, npm, Yarn, VS Code, Nx, Gulp

**Platforms** Shopify, GitHub, Netlify, Vercel, KBMax, Heroku, AWS, Salesforce, Pardot

## EDUCATION / TRAINING

### Scrum.org

Professional Scrum Product Owner (PSPO) Certification

### Grand Circus Detroit

Frontend development bootcamp

### Northern Illinois University

B.A. Psychology

- Built a digital design system and CSS framework from scratch, decreasing development time and increasing brand cohesion and consistency by enabling its utilization across all web properties and internal applications through the NPM registry.
- Orchestrated the integration of a helmet customization platform for eCommerce and B2B websites, collaborating with marketing, sales, and operations to enhance customization experiences and streamline sales team lead flows. Resulted in a +53% increase in helmet conversion rate within the first 12 months, contributing to triple-digit growth in the wholesale business.
- Conducted thorough code reviews, prioritizing coding standards, web performance, and accessibility.
- Achieved a weekly release cycle through GitHub and AWS CodeBuild, increasing the cadence of web releases from monthly.

## LevelEleven

Software Developer

OCTOBER 2018 — JANUARY 2020

- **Tech stack:** React, Next.js, Apollo, Node.js, Salesforce
- Developed and maintained a suite of JavaScript applications within the Salesforce ecosystem using ReactJS and Lightning Web Components.
- Led frontend feature development, including language localization to display the application in users' preferred language based on their location. Also led the creation of custom, configurable coaching templates for effective manager-sales representative interactions.
- Managed a private NPM library to centralize and maintain UI components utilized across the entire product suite.

## Argonomo

Lead Frontend Developer

MARCH 2018 — SEPTEMBER 2018

- **Tech stack:** Vue.js, Nuxt, Forestry CMS
- Specialized in rapidly prototyping websites and web applications using Vue.js.
- Architected, designed, and developed web applications for clients in fields from blockchain, mobility, and healthcare.

## Career Now Brands

UI Engineer

JULY 2016 — FEBRUARY 2018

- **Tech stack:** Vue.js, Laravel, Bootstrap, Tailwind CSS
- Collaborated with lead developer and design / product teams to implement frontend solutions and builds for 20+ web properties and applications with a focus on UI and UX.
- Designed and developed a web property responsible for matching prospective students with CDL training facilities nationwide utilizing Laravel and Vue.js.
- Built a Vue.js and Laravel application, automating posting for a new business initiative to integrate with the Craigslist API.