## **EXPERIENCE**

Wayfair - Frontend Engineer II - Boston, MA

July '18 - Present

Creating fully responsive layouts with SASS to ensure optimized UX

Creating features with React and SASS to showcase brands and increase conversions

Working with designers and PMs to meet new feature release deadlines

Utilizing Redux to manage frontend data from supplier inputs

Guard Services USA - Web Developer - NYC

May '17 - June '18

Developing UIs with React for optimized performance and a cleaner UX

Ensuring data protection with HTTP over TLS, 256 bit encryption

Dispatch Coordinator Dec '15 - May '17

Resolving crisis situations on a national level to ensure daily operations success

K5 Whisky - Project Coordinator - NYC

Dec '13 - Nov '15

Maintained and updated company website with HTML and CSS

Created social media marketing campaigns to increase brand awareness and sales

**Practising Law Institute** - Marketing Assistant - NYC

July '11 - Nov '12

Tracking and organizing DMM shipments in a proprietary database

Executing marketing campaigns and ensuring accuracy of campaign outlines

**Elephant Movers - Owner - Ithaca, NY** 

June '08 - June '11

Developed and followed annual business strategy plans to ensure growth Created and managed Google Adwords campaigns to generate new clients

**SKILLS** 

JavaScript, React, Redux, Sass, Git, HTML, CSS, GraphQL, jQuery, Photoshop

**EDUCATION** 

**Team Treehouse** 

'16-'17

Full-Stack Web Development

**Ithaca College** 

'03-'07

B.S. Communication Management and Design

## **PROJECTS**

Archie & Oscar (React, Sass, GraphQL) - Live

- Created navigation that dynamically updates nav items into a more dropdown
- Lazy loading images below the fold and utilizing srcset for optimized performance
- Worked with designers to ensure the feasibility of new features being developed
- Set up AB tests for new features to track success of control versus variations

**Brand Page Extranet** (React, Sass, GrapQL, PHP)

- Added component editors so suppliers can upload content and media to the site
- Utilized Redux to manage data as content is being added through the extranet tool
- Utilized GraphQL mutations to save content and media to the DB when suppliers are ready to save their inputs

Emergency Guards (JavaScript, HTML, CSS) - Live

- Fully responsive site to ensure optimized desktop and mobile viewing
- Sticky header to ensure call to action is always present on the page



## Madhava Hansen Frontend Engineer

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