

EXPERIENCE

Wayfair - Frontend Engineer II - Boston, MA July '18 - Dec '19
Promoted to Software Engineer II in September 2019
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
Made design updates using CSS to optimize website conversions
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, GraphQL, 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

347-383-7474

144 st Botolph street
Boston, MA 02115

madhavahansen.com