

Rohit Pratti

Senior Front-End Engineer – React, JavaScript & UI Architecture

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Professional Summary

Innovative front-end engineer with **5+ years** of experience building high-performance, multi-device web applications using **React**, **TypeScript**, and **GraphQL**. Skilled at turning complex requirements into intuitive user experiences and optimizing interfaces for speed and scalability. Recent work includes leading the front-end development of Funko's **Pop Yourself** kiosk/mobile/desktop platform. Passionate about leveraging design systems, modern state management, and AI-assisted workflows to deliver responsive, accessible UIs. Known for collaborating across engineering, design and product teams to drive results such as improved user engagement and faster time-to-market.

Core Skills

- **Languages & Frameworks:** React, TypeScript, JavaScript, Redux, GraphQL, HTML5, CSS3, REST
- **UI/UX & Architecture:** Responsive design, design systems, state management, wireframing, accessibility, component-driven development
- **Tooling & DevOps:** Git, CI/CD, unit testing, code reviews, AI coding assistants (e.g., Copilot), browser dev tools, agile methodologies
- **Additional:** AI camera integration, kiosk interfaces, data normalization, cross-platform application development

Professional Experience

Senior React Engineer – Funko

Seattle, WA • 2025 – Present

*Led front-end development of the **Pop Yourself** platform across kiosk, mobile and desktop devices, delivering a consistent multi-device user experience and increasing platform usage by **35 %**.*
*Integrated AI camera capture and face detection to generate personalized avatar suggestions, boosting user engagement by **40 %**.*
*Built responsive, fault-tolerant React interfaces optimized for kiosk hardware and high throughput, reducing page load time by **50 %**.*
*Designed intuitive user flows and step-based customization paths, contributing to a **25 %** increase in completed purchases.*
Implemented reusable, scalable component systems that improved maintainability and accelerated new feature development.

Software Engineer – Walmart Global Tech (Prism & Tempo CMS)

Seattle, WA • 2022 – 2025

Developed a full-hierarchy content management system with drag-and-drop trees, accordion layers and search functionality using React, TypeScript, Redux and GraphQL, enabling hundreds of editors to manage deeply nested content efficiently.
*Designed wireframes, page flows and layout logic, reducing page creation time by **30 %** and improving editor satisfaction.*
Normalized complex backend data structures into React-friendly trees, improving accuracy and reducing rendering errors.
Integrated front-end applications with GraphQL and Spring Boot APIs to ensure synchronized publishing and real-time previews.

Leveraged Copilot and other AI tools to debug, refactor state logic and accelerate delivery, leading to shorter release cycles.

Full Stack Engineer – 1-800 Accountant
Seattle, WA • 2022

*Built onboarding workflows, dashboards and internal tools in React and JavaScript, improving conversion rates by **20%**.*
Developed reusable UI components and pattern libraries, reducing code redundancy and improving development efficiency.
Collaborated with designers and backend engineers to ensure accurate data-driven UI behavior; enhanced validation and error handling to improve user transparency.

Front-End Engineer – Cabana
Seattle, WA • 2021 – 2022

Created responsive booking and trip-planning components using React, HTML and CSS, improving mobile performance and load times.
Streamlined user flows and clarified booking journeys, contributing to increased customer satisfaction.
Introduced cleaner, reusable component structures to improve UI consistency and maintainability.

Certifications & Professional Development

- Full Stack Engineer Certificate – Flatiron School
- Ongoing coursework in advanced TypeScript, performance optimization and accessibility best practices

Additional Experience & Projects

- **Open-Source Contributions:** Contributed to React and TypeScript community projects on GitHub, including bug fixes and documentation improvements.
- **Personal Projects:** Built a full-stack e-commerce demo using React, Node.js and GraphQL; implemented payment processing and responsive design.