

# 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.