

# MEL PIKE | Frontend Software Engineer

Product-Focused Frontend Software Engineer | Harmonizing Design and Code for Seamless User Experiences

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Seasoned Frontend Software Engineer with over 4 years of experience dedicated to crafting exceptional user experiences. Known for exceeding expectations, I thrive in collaborative environments where I can support my teammates and contribute to achieving business goals. Passionate about translating user needs into intuitive designs, I bring a blend of technical expertise and creativity to every project. With a track record of delivering high-quality solutions that delight users and drive results, I am committed to continuous improvement and innovation in front-end development.

## AREAS OF EXPERTISE

JavaScript | TypeScript | React.js | PHP | HTML | CSS | REST APIs | SQL | GitHub | Storybook | Figma  
Software Engineering | User Experience | Web Applications | Continuous Improvement | Project Management

## EXPERIENCE

### UX/UI Designer & Developer | Elexity

2023 - Present

Collaborated with the executive and backend engineering teams to design and develop a new web platform using React.js and Figma. Crafted and continuously improved the user journey and experience based on data collection.

#### Key Initiatives:

- Took on a leadership role in reimagining, redesigning, and developing the user's journey and experience through the web platform.
- Developed the front end of the web platform including displaying and generating complex, live data for over 15 accounts via APIs.
- Implemented user surveys to generate data to inform future design and feature additions.
- Led refactoring 10+ existing React components to incorporate modern practices, including utilizing React hooks.

### Software Engineer | BombBomb

2022 - 2023

Successfully implemented and maintained 12-15 features per quarter utilizing React.js, PHP, and SQL, resulting in continuous enhancement of product functionality.

#### Key Initiatives:

- Actively contributed to backlog by creating 2-5 tickets each sprint identifying and addressing bugs or enhancements in the codebase.
- Took ownership of trial sign-up and on-boarding experiences, leading research spikes, conducting 4+ A/B experiments, implementing metric logging, and effectively managing them within the codebase.
- Executed growth experiments on the trial sign-up form, resulting in a significant 2.5% increase in new trial sign-ups.
- Ensured consistency and scalability by proficiently managing and updating React components within the internal design system used across 6 engineering teams.

### Junior Software Engineer | BombBomb

2020 - 2022

Improved web application user experiences using React.js and PHP to drive acquisition and activation growth. Developed new features while iterating on existing ones, focusing on a user-centered approach.

#### Key Initiatives:

- Optimized user experience on-boarding process for several cohorts based on professional industry, resulting in a 2% increase in trial-to-paid conversion rate.
- Collaborated with 2-3 cross-functional teams to successfully implement and maintain experiments.
- Participated in ideation and implementation of redesigned dashboard and on-boarding checklist feature of the in-app user experience.
- Streamlined lead generation by integrating third-party software, collaborating across 3 teams to collect and validate qualified lead data accurately.

### Frontend Developer | BombBomb

2019 - 2020

Revamped and managed website, blog, and event pages using expertise in HTML/HTML5, CSS/SCSS, Vanilla JavaScript, jQuery, and WordPress, resulting in a total of over 100 user-facing pages.

#### Key Initiatives:

- Applied seamless functionality and user-friendly design to enhance the overall user experience.
- Enhanced the page speed and performance of the marketing website by approximately 20%, ensuring compatibility across various browsers and devices.
- Evolved 4-8 website elements such as the navigation bar and testimonial slider to be responsive, mobile-friendly, and reduced lines of code and tech debt.
- Proposed the integration of agile methodology into the team's workflow, advocating for its adoption and emphasizing its value in enhancing productivity and delivering successful outcomes.

## EDUCATION

Bachelor of Fine Arts, Graphic Design, Colorado State University  
Associate of Art, Front Range Community College