



# OREN PANITCH



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in/opanitch

Award winning UX developer dedicated to building, optimizing, and innovating the performance of user-centric web applications. From building & debugging to managing teams of 5 developers, my talents range from building process workflows that decrease development time and costs, conceptualizing c-level designs into live products, and architecting modular development suites for improved application performance. My recent experience involves React / Redux, Typescript, and Tailwind, using an Enzyme / Jest testing suite, running in a Node.js / npm environment.

Other relevant code experience includes HTML5, CSS3 / LESS / SASS, Javascript ECMA6, jQuery, PHP, JAVA (JSP / JSTL), Lovelace, YAML, JSON, Git, Bash, Gulp, and WordPress



## Work Experience

### UI Engineer IV, Comcast xFi

June 2018 to December 2020, Philadelphia, PA

- Built, optimized, and maintained a React/Redux web app architecture to handle a growth of 900k to 2.3MM weekly users.
- Created and implemented an asset pipeline & architecture using Webpack and Gulp to syndicate the application platform for multiple partners, including 4 countries, 4 languages, and 22 million additional potential users.
- Lead team through refactoring and React migration efforts that saved 11 seconds from Page Ready load timings, improving performance by 70%.
- Created and implemented architecture-level Dev Tooling along with new standard operating processes via Typescript and Tailwind. These efforts increased productivity and reduced defects with data handling saving the team over 40 hours per month in development time.

<http://internet.xfinity.com/>

### UI Engineer III, Comcast Business My Account

June 2016 to May 2018, Philadelphia, PA

- Worked in a .Net architecture with a Node.js environment to build and maintain a user portal with over 2 million subscribers
- Helped to drive innovation and modern standards in UI development
- Lead effort to update the styles of My Account UI with Comcast-wide theme
- Helped create initial SDWAN offering from Comcast Business, now known as ActiveCore SDN

<http://business.comcast.com/myaccount/>

### Team Lead, UX Development, True Action/eBay Enterprise

June 2013 to April 2016, King of Prussia, PA

- Built and maintained a Java-based e-commerce platform used by major retailers, such as Dick's Sporting Goods, Speedo and iRobot, to reach 10s of millions in sales annually
- Utilized Javascript and the libraries jQuery and Prototype to implement feature functionality on client websites, such as Quick Shop and Product Image Zoom
- Created patterns using Java templates and SASS to apply cross-client
- Lead team responsible for dozens of clients' project requests that required under 40 hours of development time

<http://trueaction.com/>

<http://www.ebayenterprise.com/>

### Web Developer, The Brownstein Group

July 2011 to May 2013, Philadelphia, PA

- Created multiple weeks of mobile advertisements, static and interactive, for clients like IKEA and Einstein Healthcare using Adobe Flash that were seen by 10s of millions of people

- Created and maintained multiple micro-sites and Facebook pages for client brands
- Using HTML and CSS, coded many email campaigns sent to millions of IKEA customers
- Using jQuery, HTML5, and CSS3, created an interactive magazine experience for IKEA, which won many ADDY and WEBBY awards

<http://www.brownsteingroup.com>

<http://m.brownsteingroup.com>



## Honors & Awards

- Xfinity xFi – Best User Interface, WEBBY Award Nominee, 2018
- Xfinity xFi – MSO Product Launch of the Year, Top Ops Awards, 2018
- Xfinity xFi – Platinum Design Award, A'Design Award & Competition, 2018
- Comcast Business SD-WAN – TMC Internet/Telephony Product of the Year, 2018
- Comcast Business VoiceEdge – TMC Communications Solutions Product of the Year, 2018
- Comcast Business Ethernet – MEF Enterprise Application Awards in Sports & Health, 2017
- IKEA Interactive Seasonal Catalog – WEBBY Award Honoree
- IKEA Interactive Seasonal Catalog (Consumer - Products), Gold ADDY Award, 2013
- IKEA Easy to Assemble Website (Consumer - Outlets), Silver ADDY Award, 2013
- IKEA New Movers Microsite - Products, Gold ADDY Award, 2013



## Education

**Drexel University**, Philadelphia, PA

**Bachelor of Science**, 2011

**Digital Media** Web Design



## Hobbies

- Photography
- Web Design / Human Computer Interaction
- Recreational Sports
- Wing Chun Kung Fu
- Live Music
- Smart Home development