Randy Phalla

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Professional Experience

Senior Front End Developer, Dentsu Creative — Apr 2024 - Dec 2024
Front End Developer — Apr 2023 - Apr 2024

- Developed and implemented the GM Live Admin Panel, a web application for managing vehicles, topics, events, and localization across multiple brands.
- Designed and implemented a Material UI-based design system for the GM Live website for General Motors, creating custom themes for each brand to ensure platform consistency and enhance brand alignment.
- Led the development to revamp the Lounge and Showroom interfaces, enhancing user interaction and engagement through collaboration with a cross-functional team and extensive QA testing.
- Implemented a registration and survey page using React and Firebase to collect reservation details and vehicle preferences, resulting in a 50% increase in sales leads for the General Motors team.
- Integrated custom analytics into the admin dashboard to track errors, user interactions, page views, and form submissions, providing actionable insights for stakeholders and improving system monitoring.

Senior Web Developer, Devlift Media — Nov 2018 - Apr 2023
Web Developer — Dec 2016 - Nov 2018

- Develop, style, and deliver high-quality websites, design systems, theme systems, mobile applications, and cross-platform digital experiences for a diverse range of clients, utilizing technologies such as HTML, CSS, JavaScript, TypeScript, Material UI, Tailwind CSS, React, Angular, Ionic, React Native, Firebase, Node.js, Express, WordPress, Shopify, Storybook and more.
- Designed and implemented a theme-based design system for a hospital learning platform using React, Tailwind CSS, and Storybook, creating reusable UI components.
- Led a small team to redesign a hotel website, increasing direct bookings by 50%, and ensuring a seamless user experience.
- Automated CI/CD workflows and deployment pipelines using Jenkins, Bitbucket Pipelines, and AWS S3, reducing deployment time for Angular applications.
- Mentor junior developers by offering guidance on best practices, development workflows, and providing technical support.
- Ensured accessibility by following A11y and WCAG guidelines, sharing knowledge with peers, and implementing automated end-to-end testing with Cypress to improve QA efficiency.

Skills

- **Programming Languages:** JavaScript, TypeScript, HTML, CSS, PHP
- **Technologies:** React, Angular, React Native, Ionic, Redux, Firebase, Node.js, Express, Sass/SCSS, Material UI, Tailwind CSS, Bootstrap, Storybook, Cypress, Playwright, Git
- **Databases:** NoSQL, MongoDB, MySQL
- **API Integration:** REST API, Fetch API, Axios
- **CI/CD:** Jenkins, CircleCI, Bitbucket Pipelines, GitHub Actions

Education

Graduate Certificate in Interactive Media Specialist, Fanshawe College — 2015 - 2016

Advanced Diploma in Graphic Design, Fanshawe College — 2011 - 2014