

# Reed Paul MacDonald

Front-End Developer in Los Angeles

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## Professional Summary

I am a Front-End Developer who is skilled in React and TypeScript and a general enthusiast of web development. I believe that things like punctuality, humility, and respect are just as important to any coding job as technical prowess and would love to work for a company that feels the same way.

## Skills

JavaScript | React | Redux | Typescript | GraphQL | Gatsby | Vue | Next.js | Jest | Mocha | Enzyme | SCSS | React-Testing-Library | React Native | Material-UI | Node.js | Webpack | HTML | Wordpress | ES6 | Git

## Experience

### Senior Front End Developer

[Amada America, Inc.](#) | Los Angeles, CA

Sept 2021 - Present

- Added features to the front-end of a business-to-business internet of things to meet consumer demand by utilizing React, TypeScript, Redux, and SCSS.
- Helped groom tickets and stories to streamline the agile process while identifying potential blockers and edge-cases
- Code-reviewed pull requests from other developers and either approved or declined them with feedback
- Contributed to retrospectives and sprint-planning meetings to improve the company's workflow

### Front End Developer

[Scholly, Inc.](#) | Los Angeles, CA

Oct 2019 - Mar 2021

- Closed out over 300 Jira tickets across 4 products including two React web-apps, a React-Native mobile application, and a Wordpress site that also served as the homepage
- Created four different A/B tests that saw onboarding conversion rates increase by 40% and will generate an estimated 100 thousand dollars in additional revenue over the next year
- Led the front-end development of marketing campaigns that have generated over 600,000 leads, often under tight time constraints
- Reviewed over 100 pull requests and either merged or declined them with feedback using Jira and Bitbucket for an organized workflow
- Helped [search.myscholly.com](https://search.myscholly.com) achieve a 33% increase in year-over-year revenue

## Open-Source Projects

### [OutOfCharacter.io](#)

[Demo](#) | [Code](#)

- Created an improv game that could be played over Zoom in order to make video calls more fun
- Gained 1,700 unique visitors within a week of promoting the game

### [Movie App](#)

[Demo](#) | [Code](#)

- Coded a movie app using styled components and react-beautiful-dnd that featured a night-mode
- Finished the project in less than 72 hours in order to meet a deadline.

## Education

University of California, Los Angeles

Sept 2014 - June 2018

B.A. - Political Science