

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 the React and Vue ecosystems 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

Software Engineer

[Age of Learning, Inc.](#) | Los Angeles, CA

Mar 2021 - Present

- Contributed to setting up and maintaining the front-end of numerous A/B tests across three different websites
- Implemented tracking pixels to allow for better attribution of clicks, site visits, and conversions
- Utilized Docker and an in-house front-end framework made with JavaScript, HTML and CSS in order to close out Jira tickets
- Collaborated with designers, senior developers, and project managers to meet deadlines

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](#) 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