

# Jeff Scotti

San Diego, CA

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## Senior Frontend Engineer | Senior UI/UX Designer

Versatile engineering leader with 10+ years of experience designing and developing scalable, user-centric web applications. Blends deep frontend expertise with a strong focus on UX strategy and product design, ensuring seamless, high-performance user experiences. Thrives at the intersection of technology, design, and business, driving cross-functional collaboration to deliver innovative solutions.

### CORE COMPETENCIES

Software Engineering • SDLC • Application Development • User Interface Design & Architecture • User Experience • SaaS • Agile Project Management • Requirements Gathering • CI/CD • Software Testing • Strategic Planning Troubleshooting & Issue Resolution • Research & Documentation • Problem Solving • Cross-Functional Collaboration

### EXPERIENCE

**BRIGHT, INC.** | Mexico City, MX (Remote)

11/2023-Present

#### Senior Software Engineer (Frontend) | Lead UI/UX Designer

- Joined Mexico's leading residential solar provider to drive the evolution of internal platforms, improving operational efficiency and communication across teams supporting solar installations and financing.
- Spearheaded front-end modernization efforts, introducing scalable architecture and design standards to streamline product development and enhance user experience across Bright's operational tools.
- Partnered with product and engineering leadership to refine internal tooling and optimize workflows, accelerating feature delivery by 35% and improving cross-functional collaboration by 50% across thousands of solar installations.
- Established comprehensive, standards-based UX research and design best practices to ensure consistent, user-centric product evolution across the entire application portfolio.

#### Select Achievements:

- Transformed the Installers Web Platform into a Progressive Web Application (PWA) without a full rewrite, replacing WhatsApp notifications with web push for greater control over messaging while enhancing its professional appearance by making it installable and seamlessly integrated across devices.
- Led the transition of the Operations Platform from React Native Web to React.js, standardizing UI with Material UI to unify design patterns, reduce code complexity, and accelerate feature development by 30%.
- Modernized a mission-critical workflow management tool for Sales, Design, and Legal teams by overhauling the UI and front-end architecture while integrating a collaborative task management system that improved ownership, streamlined teamwork, and enhanced progress tracking for faster turnaround times.
- Implemented full version history in the document upload and approval application, safeguarding critical data and providing underwriters with comprehensive historical context for solar system approvals.
- Integrated @-tagging into the internal operations platform, retaining critical contextual information and improving real-time collaboration throughout complex, long-running processes.

**BIOCOM CALIFORNIA** | San Diego, CA

3/2021-11/2023

#### Senior Software Engineer | Lead UI/UX Designer

- Pursued opportunity to direct technical operations for an international nonprofit, managing full-stack web development projects with oversight and final approval of all technical decision making.
- Was responsible for full-scope project management, leading third-party contractors and WordPress developers as well as offshore Salesforce development teams to execute all aspects of digital asset design and implementation.
- Built intuitive web tools to streamline workflows for various departments, such as Marketing, Public Policy, and Workforce Development. Liaised with key internal stakeholders to gather project requirements and provided status updates, translating highly technical concepts into layman's terms to facilitate effective communication.
- Championed design and modernization of user interfaces (UI) across proprietary systems and applications, enriched user experience (UX) and drove member engagement by incorporating new features to improve community sites.

#### Select Achievements:

- Appointed to oversee team building and recruitment for in-house development team, including one Senior Software Developer and one Quality Assurance Coordinator, to be supervised as direct reports.
- Designed scalable, headless WordPress UI implementation to unite company websites and properties as modular blocks under domain of primary website, concentrating web traffic and facilitating streamlined content management.
- Built full-stack event management application as well as custom plugins for event registration and membership management, integrating Salesforce and Stripe POS systems to create cohesive, easily accessible system for end users.
- Spearheaded standardization of internal policies and procedures amid rapid organizational expansion, proactively gathering feedback to record proper process for service ticket response, new feature testing, and quality assurance.

**MEDIAAMP, INC.** | Seattle, WA

10/2015-3/2021

**Senior Frontend Engineer | Lead UI/UX Designer**

- Recruited by company Co-Founders to support startup company through initial development and GTM launch of cloud-based media storage system designed to improve security and accessibility of data for educational institutions.
- Directed end-to-end technical design and front-end engineering for Modalis UI, enabling convenient client access to stored media assets as well as administrative tools to monitor hardware and systems included in software stack.
- Drove continuous process improvement through development and implementation of new product features designed to enhance UX, such as user profiles, media sharing, comments, and video chats.

**Select Achievements:**

- Advanced market viability and sustainability of proprietary applications by modernizing code base during transition from AngularJS to Angular 7.
- Developed and deployed new embedded quiz feature for uploaded videos, providing educators with user-friendly instructional resources and analytical tools to increase visibility of added value.
- Played key role in driving accessibility by designing automated video transcription tool powered by Azure; built streamlined UI for end-users to review and edit captions, ensuring complete accuracy.

**UNIVERSITY OF WASHINGTON** | Seattle, WA

7/2012 - 10/2015

**Senior UI/UX Designer | Frontend Developer**

- Promoted to senior role following five years of prior success executing web development projects and IT initiatives across proprietary media channels. Proposed and implemented roadmap for digital brand strategy, securing leadership buy-in by presenting custom UX wireframes, UI mockups, and storyboards for stakeholder review.
- Built responsive websites and applications, continually integrating new front-end features to enhance UX and drive cross-browser compatibility. Ensured accessibility of all web properties in compliance with Section 508 legislation.

**Select Achievements:**

- Established brand reputation for innovation and leadership in online education by pioneering design and deployment of Drupal video portal for Nursing department, facilitating integration of advanced distance learning tools.
- Developed user-oriented front-end design strategy that modernized UI of all digital assets, fostering positive UX to bolster session duration and promote stakeholder engagement as well as customer satisfaction.
- Designed monthly e-newsletters for subscribers of proprietary UWTV and ResearchChannel brands; achieved 500% increase in subscriptions within six months of program implementation.

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**TECHNICAL**

- JavaScript, TypeScript, React, Angular 7+, AngularJS, Next.js, jQuery, PHP, HTML5, Tailwind, CSS3, SCSS, Node.js, Apollo, GraphQL, PHP, MySQL, Bootstrap, Material UI
- Microsoft Azure, Google Cloud, Firebase, Firestore, Vite, Webpack, npm, gulp, RESTful API, Docker, Vagrant
- Git, GitHub, GitHub Actions, Bitbucket, Jira, Basecamp, Adobe Creative Suite, Figma, Balsamiq, Sketch, InVision, Microsoft Office (Word, Excel, Outlook)

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**EDUCATION**

**MICHIGAN STATE UNIVERSITY** | East Lansing, MI

Bachelor of Arts, Psychology

**NEW ENGLAND INSTITUTE OF ART** | Brookline, MA

Associate of Science, Interactive Media Design