Wei-Hsin Chen

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Frontend architect who transforms complex technical challenges into scalable solutions that millions use. Currently migrating 60+ enterprise components from Angular to React at Roblox while architecting next-generation web platforms with Next.js and Turborepo. Previously reduced Google Chrome's development cycles by 60% through component-driven architecture—the kind of efficiency that turns ambitious roadmaps into reality.

Areas of Expertise

Front-End Development

- Design Systems
- Component-Based Architecture
- Performance Optimization
- UX/UI Prototyping
- Accessibility(a11y)
- Web Animation

Software Development

- Web Technologies
- Software Design
- Microservice Architecture
- CI/CD
- Test-Driven Development (TDD)
- Software Development Life Cycle

Leadership & Management

- Team Leadership & Mentoring
- Agile Project Execution
- Stakeholder Engagement
- Project Management
- Strategic Planning
- Cross-functional Collaboration

Experience

Roblox Corporation – California   **04/2025 - Present**
Roles: Senior Web Engineer

Leading enterprise-scale migration and platform architecture initiatives for corporate web presence serving millions of global users.

- **Platform Migration Leadership:** Spearheading migration of 4 corporate websites (60+ components) from Angular to React, implementing modern architecture with Next.js, Turborepo, SSR, and ISR capabilities
- **Performance & Accessibility Excellence:** Architecting web platform strategy focused on performance optimization, A11y compliance, and development velocity improvements for global audiences
- **Cross-functional Strategy:** Collaborating with Marketing, Design, and Product teams to define technical roadmap and delivery timelines for high-impact web initiatives
- **Platform Advocacy:** Representing web team needs in broader frontend platform initiatives, influencing build, deploy, and monitoring processes across the organization

Huge (Google Embedded Team**)** – California   **07/2016 - 04/2024**
Roles: Tech Lead (2020 – 2024), Senior Web Engineer (2016 – 2020)

Led cross-functional engineering teams delivering high-impact marketing solutions for Google's core products, driving innovation in component-based architecture and user experience optimization.

Key Achievements:
Chrome Enterprise & *ChromeOS* *(07/2023 - 04/2024)*
Tech Lead | Team: 5 Engineers, 2 QA Specialists

- Engineered a configurable design system using design tokens and CSS custom properties, reducing setup time by 60% across multiple projects.
- Developed a Figma-based Webpack plugin for automated style guide generation, doubling development velocity and reducing client review cycles from 5 days to 1 day.
- Constructed a React-inspired, reusable component engine in TypeScript/Python, improving interface coherence by 40% and boosting team productivity by 200%.

Chromebook (07/2019 - 07/2021)
Tech Lead | Team: 3 Engineers, 2 QA Specialists

- Led development of Perks Redemption SPA tool suite with Python microservice and CMS integration, increasing user engagement by 30%.
- Rebuilt Product News Service with microservice architecture, enhancing data integrity and streamlining platform updates.
- Revamped Product Detail Pages' design and architecture, reducing the content team's workload by 30% through improved CMS implementation.

Chrome (06/2017 - 06/2019)
Senior Web Engineer to Tech Lead | Team: 2 Engineers,1 QA Specialist

- Rearchitected Cross-Platform Product Download system, increasing site performance by 270%, development efficiency by 40%, and reducing update cycles by 80%.
- Implemented A/B testing strategies, resulting in a 15% increase in user engagement and a 10% improvement in overall performance.

Additional Experience & Community Involvement

Design and Technology Consultant | Gopomo, Inc – Remote | 09/2012 - 08/2023

Led UX/UI design and development initiatives for Taiwan Fortune 500 companies, implementing agile methodologies and user-centric design approaches that improved project turnaround times and client satisfaction.

Front Developer -> Senior Web Engineer | Eveo, Inc – California | 01/2009 - 06/2016

Spearheaded front-end development for Fortune 500 clients, focusing on interactive web applications and enterprise CMS solutions that enhanced content management efficiency and website usability.

Technical Proficiencies

Core Technologiess: JavaScript (ES6+) | TypeScript | HTML5 | CSS3/SCSS | Python | React | Next.js
Design Systems: Design Tokens | Figma & Figma API | Adobe Creative Suite | Style Guide Generation
Component Architecture: React | Astro | Node.js | TypeScript | Component Testing
Interactive Design: GSAP JS | AnimeJS | CSS Animations | Performance Optimization
Testing & Quality: BackstopJS | Cypress | Jest | Lighthouse | Visual Regression
Build & DevOps: Webpack | Turborepo | NPM | Git | GitHub | Gerrit | CI/CD
Methodologies: Design Thinking | Agile (Scrum, Kanban) | Test-Driven Development
Platforms: Google Cloud Platform | OSX | Windows | Linux
Languages: English | Chinese

Education & Professional Development

Master of Fine Arts, Computer Art: New Media | Academy of Art University - California | 2006 -2009
Bachelor of Business Administration (BBA) | National Chung Cheng University - Taiwan | 1999 - 2003

Recent Certification:

Open Source Models with Hugging Face | DeepLearning.AI | 2024
ChatGPT Prompt Engineering for Developers | DeepLearning.AI | 2024
Tech Career Skills: Moving from Developer to Engineering Manager | LinkedIn | 2024
Learn React & Advanced React | Codecademy | 2024
Google Cloud Platform Development | Google Cloud and Coursera | 2020