

Tyler R. Imbo

Lead / Senior Front-End Software Engineer

JavaScript · React · UI Engineering · SEO · Analytics · CI/CD

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EXPERIENCE

Aristent, New York, NY — Senior Developer

April 2025 - PRESENT

Lead front-end engineer responsible for designing, implementing, and maintaining scalable, high-performance user interfaces across enterprise editorial and event platforms. Focused on UI architecture, animation, SEO, accessibility, analytics integration, and CI/CD best practices.

Aristent, New York, NY — Developer

April 2020 - April 2025

Front-end engineer supporting high-traffic, content-driven platforms through development of responsive, SEO-compliant, and analytics-ready user interfaces. Collaborated cross-functionally to deliver interactive features, optimize performance, and support revenue-critical subscription and event workflows.

Aristent, New York, NY — Project Manager, Data & Systems

December 2018 - April 2020

Owned delivery of data-driven and systems-focused initiatives, coordinating stakeholders across engineering, data, and business teams. Developed strong foundations in technical requirements, system thinking, and cross-functional communication that later informed engineering leadership.

SKILLS

Front End: JavaScript (ES6+),
React, jQuery, HTML5, CSS3,
SCSS, Tailwind CSS

Layout & Styling: Flexbox, CSS Grid, responsive and mobile-first design

UI & Animation: CSS Animations, GSAP-style motion patterns, interaction-driven UI

SEO & Analytics: Semantic HTML, performance optimization, analytics instrumentation, data-layer driven event tracking

Platforms: WordPress, custom block architectures, component-based UI systems

DevOps: Git, GitHub Actions, CI/CD pipelines, multi-environment deployments

Accessibility:
WCAG-compliant front-end development

Ways of Working:
Agile/Scrum, cross-functional collaboration

EDUCATION

The University of Connecticut, Storrs, CT — Bachelor of Applied Science - BASc

January 2014 - May 2017

Marketing & Business Management, International Development and Environmental Economics & Policy. Irving Fellows Scholarship recipient (Resource Economics scholarship), Fall 2016

PROJECTS

Enterprise Event Platform — *The Most Powerful Women in Banking*

Led the end-to-end design and engineering of a custom WordPress-based event platform supporting a department-wide marketing and editorial operation. Architected the CMS structure, developed all custom Gutenberg blocks, and implemented front-end performance optimizations, improving Core Web Vitals performance from failing (PageSpeed score ~18) to passing (score ~88). Integrated analytics instrumentation by emitting structured events to the Google Analytics data layer, enabling reliable tracking of user interactions, content engagement, and conversion-related actions across high-traffic event pages.