

# Tyler R. Imbo

## Lead / Senior Front-End Software Engineer

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

12 Central Square Park,  
Metuchen, NJ 08840  
(917) 670-4417  
treximbo@gmail.com

## EXPERIENCE

### Arizent, 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.

### Arizent, 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.

### Arizent, 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.

## 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

## 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

## 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.