

Kelati Andemichael

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Summary

My primary focus is building engaging and outstanding ecommerce storefronts for clients and helping them achieve their business goals in the most efficient way possible. I love building bespoke features to exceed client expectations.

With over three years in ecommerce, certified developer in multiple SaaS platforms, I have experience leading/managing front end development teams with an agile-first mindset.

I also have a background in multimedia production, and I'm open to opportunities where I can leverage my diverse technical and creative skillset.

www.kelati.dev

Experience

○ Development Team Manager

Overdose.

Jan 2023 - Present (6 months)

- Led a team of front end developers, providing mentorship and guidance to foster their growth and development.
- Successfully integrated an agile sprint model into the software development lifecycle, improving team collaboration, efficiency, and the ability to deliver high-quality results.
- Consistently improved team performance and utilization rate on a month-to-month basis, optimizing resource allocation and maximizing productivity.
- Orchestrated the successful launch of 3 enterprise e-commerce websites, ensuring seamless user experiences, robust functionality, and achieving client satisfaction.
- Led a high-performing team in a BigCommerce hackathon, resulting in winning the honorable mention - BigDesign award, recognizing innovative and impactful solutions.

○ SaaS Dev Lead

Overdose.

Mar 2022 - Jan 2023 (11 months)

- Distinguished as the BigCommerce and Shopify Technical Lead, driving the successful implementation of these platforms for client projects, ensuring optimal performance, scalability, and customization.
- Honored with the Values Award for Quarter 1, 2022, among a team of 50 individuals, acknowledged as someone who consistently integrates the company's core values (Innovation, Empathy, Grit, Authenticity, Balance) into every aspect of their work.
- Led a cross-functional team to successfully migrate a large-scale client's legacy e-commerce platform to a modern and scalable cloud-based solution, resulting in improved performance and enhanced customer experience.

- Successfully managed a cross-functional team of developers, designers, and QA professionals, fostering collaboration, synergy, and a positive work environment, resulting in improved team morale and productivity.

Web Developer

Overdose.

Nov 2019 - Mar 2022 (2 years 5 months)

Overdose acquired Mercutio in June of 2021. The experience listed below includes my experience at Mercutio (November 2019 - June 2021).

- Collaborated closely with the UX team to define functional requirements, aligned designs for platform conformity, estimated and triaged user stories for sprints, managed Git Flow, and provided DevOps support.
- Led frontend development on dynamic client-side solutions using HTML, CSS, and Javascript frontend libraries.
- Optimized user experience by translating wireframes and mockups into responsive, mobile-first, and interactive features and websites.
- Built accessible applications that conform to WCAG guidelines, ensuring inclusivity and usability for users with disabilities.
- Demonstrated proficiency in working with various e-commerce SaaS platforms and CMS, including BigCommerce, Shopify, Klaviyo, Contentful, and Shogun



Support Developer

Sinclair Broadcast Group

Jan 2018 - Nov 2019 (1 year 11 months)

Sinclair Digital - Web Operations

- Triage and troubleshoot issues for nearly 200 individual stations with individual websites and multiple apps each, as well as OTT applications
- Build frontend with HTML, CSS (Bootstrap), Vanilla JS, jQuery, WordPress
- Query multiple data sources - Error logs, Splunk, Jira (JQL), SQL
- Troubleshoot live event broadcast stream issues - Touchstream, VDMS, Grafana
- Analyze traffic patterns with Google Analytics

HTML, CSS (Bootstrap), Vanilla JS, jQuery, WordPress, Splunk, Jira (JQL), SQL, Touchstream, VDMS, Grafana, Google Analytics, Chrome Dev Tools



Multimedia Producer

Sinclair Broadcast Group

Oct 2016 - Jan 2018 (1 year 4 months)

DataSphere Technologies Inc.

- Managed all aspects of creative production for customers marketing package.
- Designed and produced media products: websites, video and banner ads.
- Tracked impression and click-through rates to report back to client
- Handled multiple projects at once and delivering products within SLA

HTML, CSS, Adobe Photoshop, Adobe After Effects, Adobe Premiere



Videographer/Video Editor

Freelance

Sep 2011 - Dec 2017 (6 years 4 months)

- Edited over 50 informative e-learning videos for Science-Trak app for B47 Studios <https://www.amazon.com/Science-Trak/dp/B07GX6RN96>
- Video Editor / PA / Extra - "Fresh Pair", Seattle International Film Festival 2014 for B47 Studios
- Assistant Director / Assistant Camera for Festung Media films - "The Art Next Door", "Us, Without You", "The Wish Fish", "8 Years Later"
- Camera Operator / Utility for live event multi-camera broadcasts and productions - ESPN, PAC12, WSU Beasley Coliseum, UW Video

SLR/ EFP /ENG Cameras; Go Pro Hero; Studio/Field Lighting and Audio; Adobe Premiere Pro; Adobe After Effects; Avid MC 6.5; Final Cut Pro 7



Co-Owner & Manager

Sodo Pizza

Jun 2015 - Jun 2016 (1 year 1 month)

- Co-owned and operated pizza retail business and par-baked pizza wholesale business
- Responsible for day-to-day operations, including profit management, inventory management, crew hiring and training, scheduling, quality control of all foods.
- Researched and strategically generated new wholesale orders with local bars and breweries
- Drove customer engagement with social media campaign

Education



Code Fellows

Certificate, Advanced Software Development in Full-Stack JavaScript

2017 - 2018



Washington State University - Edward R. Murrow College of Communication

Bachelor's degree, Journalism & Media Production

2009 - 2013

Licenses & Certifications



Certified SAFe® 4 Scrum Master - Scaled Agile, Inc.

Issued Mar 2019 - Expires Mar 2020

26352109-7873



BigDesign - BigCommerce

Issued Oct 2021 - Expires Oct 2022

LP38



Contentstack Catalysts - Certified Developer - Contentstack

8493-2709702

Skills

Front-End Development • BigCommerce • Shopify Plus • Shopify • Team Management • E-Commerce • Agile Methodologies • Content Management Systems (CMS) • Technical Documentation • Communication