GEOFFREY ODDIE

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SUMMARY

Frontend Technical Lead with proven expertise in React, TypeScript, and scalable application delivery for global brands.
Expertly guide frontend teams to build robust, user-focused apps using modern JavaScript frameworks like React and TypeScript. Track record includes driving higher user engagement, improved reporting speed, and faster feature rollouts for top-tier clients such as Google, Nike, and Apple. Thrive in roles that demand technical vision, hands-on leadership, and measurable business results.

EXPERIENCE

Technical Lead

Hyphen/Wayward   January 2025 - Present, Bellevue, WA (Remote)

- Led frontend development efforts to enhance user experience, increasing campaign engagement by 30% through effective data visualization techniques.
- Built and maintained tools using **React, TypeScript, Next.js** and **Python** APIs, reducing reporting latency by over 40% to accelerate data accessibility.
- Directed cross-functional teams to improve deployment success rates by 25% while shortening iteration cycles for faster feature delivery.
- Implemented advanced front-end visualizations with **D3** and **Chart.js** to streamline analysis of campaign data, fostering improved marketing outcomes.
- Published a reusable component library on **NPM** and standardized the UI layer with **Tailwind** and **Shadcn UI**, cutting feature development time by 40%.
- Introduced scalable state management patterns using **Zustand**, reducing UI defects and making complex, multi-step flows more predictable and maintainable.
- Built and maintained custom WordPress themes optimized for fast content publishing, integrating Amazon Associates affiliate components that increased article click-through rates and drove measurable revenue growth.

Technical Lead

Instrument   September 2023 - January 2025, Portland, OR (Remote)

- Collaborated with cross-functional and embedded client teams to deliver marketing site enhancements using **React**, **TypeScript**, **Contentful**, and **GraphQL**, improving feature delivery speed by 30% and supporting complex multi-locale content flows.
- Integrated **D3.js** and **GSAP** to create interactive data visualizations, boosting user engagement by 25% on key marketing campaigns.
- Delivered a mobile-first, high-traffic "Year in Review" campaign site for Nike using **Remix** and **TypeScript**, handling 500K+ visitors in the first week without performance regressions.
- Engineered a large-scale AI marketing site backed by **Contentful** and **GraphQL**, implementing robust content modeling and localization rules to support rapid iteration across global regions.
- Mentored junior developers, maintaining high code quality through rigorous PR reviews and automated linting.
- Delivered a large-scale, data-driven visualization platform on time and 15% under budget, improving analytics visibility across 4 global teams.
- Led cross-team collaboration to launch real-time livestream features for an AI client, resulting in a 40% increase in viewer retention.

Frontend Specialist

Beyond   October 2010 - August 2023, San Francisco, CA

- Partnered with design, engineering, and client teams to define requirements and implement custom user interfaces for companies, including Google and Apple.
- Implemented a full-site overhaul for the e.inc platform using Next.js and integrated Contentful CMS, allowing for flexible content module management and streamlined editorial workflows.
- Developed interactive Google Smart Home demos and GSuite animations showcased at Google's HQ, enhancing product visibility and user engagement.
- Collaborated across global teams to deliver complex web applications using Agile practices, improving project delivery times and team efficiency.
- Utilized custom animations and engaging UI components to facilitate learning about Google products, enhancing retail staff proficiency and fostering higher product knowledge.
- Ensured broad browser compatibility and compliance with WCAG 2.1 standards by deploying multiple web-based solutions. Enhanced user education and engagement by developing animated, interactive applications for Google's Smart Home devices.
- Received an honorable mention at the Webby Awards for developing applications using Angular and supplemented with Android applications using Cordova.
- Enabled users to design virtual homes and explore device enhancements by creating intricate animated interactive applications for Google's Smart Home devices.

- Developed and launched multiple websites and web applications within time and budget constraints while maintaining high standards for a diverse range of high-profile clients.

Freelance Developer

Self Employed   August 2009 - August 2010, South Africa

- Executed end-to-end web project delivery for diverse clients by analyzing requirements and tailoring solutions using technologies such as WordPress, PHP, ASP.NET, and Flash animations.
- Customized web solutions for clients across multiple industries by engineering responsive interfaces, integrating third-party APIs, and refining existing codebases to enhance functionality and user engagement.
- Refined existing client workflows by streamlining content management processes, incorporating automated deployment solutions, and updating legacy platforms to bolster reliability and maintainability.

Flash / Vignette / Web Developer

BT Group, Victoria Real, FramFab, Duke, Pilotfish Digital   January 2000 - July 2009, London UK, South Africa

- Collaborated with project teams to deploy user-focused front-end features using Angular, targeting enhancements in accessibility and overall site interactivity.
- Engineered interactive web applications utilizing Flash and Vignette, collaborating closely with cross-functional teams to deliver engaging, data-driven marketing experiences tailored to client specifications.
- Delivered award-winning interactive campaigns and enterprise portals using ActionScript, HTML, and early web technologies.

EDUCATION / PROFESSIONAL DEVELOPMENT

Bachelor of Science Agriculture

University of KwaZulu Natal · Pietermaritzburg · 1996

Certification in in Internet Authoring

Mediatek Training Institute · Durban · South Africa

Certification in Multimedia Production Authoring

Mediatek Training Institute · Durban · South Africa

SKILLS

Technical Skills: Next.js, React, Remix, Angular, TypeScript, JavaScript, HTML5, CSS, CI/CD, Web performance optimization, Responsive Web Design, Front-end frameworks, Web security, Database management, RESTful API development, Python, Django, GraphQL, D3.js, Chart.js, GSAP, Jira, Git, SEO, Animation design, Technical troubleshooting, Quality assurance, UX design, NPM package development

Soft Skills: Team leadership, Cross-functional collaboration, Mentoring, Communication, Problem-solving, Requirements gathering, Agile methodologies, Project delivery, Code quality management, Stakeholder coordination, Time management