

GEOFFREY ODDIE

Senior Frontend Engineer

PROFESSIONAL SUMMARY

Senior Frontend Engineer with 20 + years of experience in crafting cutting-edge web applications for industry giants like Google and Nike. Expert in leveraging React, TypeScript, and Agile methodologies to deliver high-impact projects that enhance user engagement through interactive animations and optimized web performance. Passionate about driving exceptional user experiences and eager to bring innovative solutions to the forefront of frontend development.

EMPLOYMENT HISTORY

TECHNICAL LEAD Jan 2025 - Present

Hyphen/Wayward - Bellevue, WA (Remote)

- › Led frontend development enhancing UX, boosting campaign engagement by 30% using data visualization.
- › Built tools with React, TypeScript, Next.js, and Python APIs, cutting reporting latency by over 40%.
- › Directed cross-functional teams, improving deployment success by 25% and shortening iteration cycles.
- › Architected reporting dashboard with D3/Chart.js, empowering marketers to optimize spend and lift conversion rates.
- › Published component library on NPM, streamlining UI development and cutting feature time by 40%.

TECHNICAL LEAD Sep 2023 - Jan 2025

Instrument - Portland, OR (Remote)

- › Collaborated with cross-functional client teams to deliver 12+ marketing site enhancements using React and TypeScript, improving feature delivery speed by 30%.
- › 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 built with Remix and TypeScript, handling 500K+ visitors in the first week.
- › Mentored 3 junior developers, maintaining high code quality through rigorous PR reviews and automated CI 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 Oct 2010 - Aug 2023

Beyond - 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.
- › Built a Google Training Application that helped sales associates in retail stores learn about Google products and improve their ability to explain features to customers, which resulted in better sales performance and increased 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 honorable mention at Webby Awards by 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 diverse ranges of high-profile clients.

FREELANCE DEVELOPER Aug 2009 - Aug 2010

Self Employed - 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 Jan 2000 - Jul 2009

BT Group, Victoria Real, FramFab, Duke, Pilotfish Digital London UK, South Africa

- › Worked in various roles for companies in London and South Africa, where I used Angular and Responsive Web Design to develop and improve web projects, resulting in faster load times, better mobile accessibility, and increased user engagement and client satisfaction.
- › 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

BSC AGRIC 1995 - 1996

University of KwaZulu Natal - Pietermaritzburg

DIPLOMA IN INTERNET AUTHORIZING 1996 - 1997

Mediatek Training Institute - Durban

DIPLOMA IN MULTIMEDIA PRODUCTION AUTHORIZING 1996 - 1997

Mediatek Training Institute - Durban

SKILLS

Responsive Web Design, Front-End Frameworks, Web Performance Optimization, User Experience Design, Database Management, Web Security, Continuous Integration, Continuous Deployment, Restful API Development, Animation Design, Team Leadership, Quality Assurance, Technical Troubleshooting, Agile Methodologies, Search Engine Optimization, JavaScript, TypeScript, HTML5, CSS, Python, React, Angular, Next.js, Remix, Django, GraphQL, GSAP, Jira, Git.

LINKS

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