Randy Phalla

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Professional Experience

Senior Front End Developer, Dentsu Creative   Apr 2024 - Dec 2024
Front End Developer   Apr 2023 - Apr 2024
- Developed a web and mobile application for consumers to experience a Virtual Live Showroom for General Motors, attracting 20-30K visitors per month, using React, React Native, TypeScript, Material UI, Firebase and OpenTok
- Built a registration and survey page to capture reservation details and vehicle preferences, resulting in a 50% increase in sales leads for the General Motors team
- Developed and implemented the GM Live Admin Panel, a web application for managing configurations, vehicles, events, topics, and localization across multiple brands
- Led the revamp of Lounge and Showroom user interfaces using Material UI, React, TypeScript and Firebase, enhancing digital experiences through collaboration with a cross-functional team and extensive QA testing
- Integrated custom analytics into the GM Live Admin Panel to track user interactions, page views, form submissions, and errors, enabling stakeholders to view key information

Senior Web Developer, Devlift Media   Nov 2018 - Apr 2023
Web Developer   Dec 2016 - Nov 2018
- Develop, style, and deliver high-quality websites, design systems, theme systems, mobile applications, and cross-platform digital experiences for a diverse range of clients using technologies such as JavaScript, TypeScript, Angular, React, Firebase, and more
- Implemented a component library for a healthcare client using React, TypeScript, Tailwind CSS, and Storybook to enhance accessibility (WCAG) and ensure design consistency
- Led a small development team to redesign a hotel website, increasing direct bookings by 50%, and ensuring a seamless user experience
- Optimized CI/CD workflows and deployment pipelines using Jenkins, Bitbucket Pipelines, and Amazon S3, reducing build and deployment time for Angular and React web applications
- Mentor junior developers by offering guidance on best practices, development workflows, and providing technical support
- Ensured websites are accessible by following A11y and WCAG best practices, implementing web accessibility standards, and sharing knowledge with peers
- Developed mobile application with React Native and Redux, optimizing global state management to provide a seamless user experience

Skills

Programming Languages: HTML, CSS, Sass, JavaScript, TypeScript, PHP
Technologies: React, Angular, React Native, Ionic, Material UI, Tailwind CSS, Bootstrap, Redux, Firebase, Node.js, Express, NoSQL, MySQL, MongoDB
Tools & Platforms : Git, GitHub, Bitbucket, Bitbucket Pipelines, Jenkins, Storybook, Cypress, Playwright, Figma, Amazon S3, WordPress

Education

Graduate Certificate in Interactive Media Specialist, Fanshawe College

Advanced Diploma in Graphic Design, Fanshawe College