

# Profile Summary

- Front-End Engineer with 8+ years of experience building scalable, accessible web applications across eCommerce, SaaS, and enterprise tools. I bring deep expertise in React, TypeScript, and design systems, paired with a focus on clean, maintainable code and thoughtful UX.
- I thrive in Agile environments, collaborating cross-functionally to deliver performant user experiences that solve real problems – from replatforming Walmart.ca to leading multi-domain features at Achievers.

## Experience

Senior Software Engineer - Achievers

Nov 2021 - Present

### Recognition Domain

- External Recognition: Architected and shipped customer-facing recognition forms with configurable fields, name-search and colleague-lookup, secured by reCAPTCHA for anonymous end-users.
- Peer-to-Peer Recognition: Enhanced and maintained the P2P framework to manage member eligibility, region-aware point allocation, and budgeted reward modules. Optimized member lookup via a high-performance global search endpoint and introduced group-based (hierarchy) search.

### Community, Me & Manager Domain

- Manager Toolkit: Launched a real-time analytics dashboard that surfaces managers' engagement metrics (likes, comments) against team goals, with guided next steps to drive recognition culture.
- Community Newsfeed: Redesigned and A/B-tested a relevance-driven feed using feature flags; overhauled comments (mentions + emoji) and reactions, yielding a 60% lift in "seen events" per session and boosting comments per event from 0.78 to 0.91.

### Communications & Experience Domain

- Announcements: Maintained a self-service announcement system with targeted audience segments, in-feed banners, landing pages, and optional push notifications. Added commenting with user mentions to drive engagement.

### Key Achievements & Skills

- Orchestrated cross-domain feature rollout impacting 100k+ monthly active users
- Collaborated with UX, backend, and QA teams to reduce time-to-market by 25%
- Led front end development of all tasks from start to finish, finalizing with end-to-end tests that cover ~90% of edge cases
- Resolved ~90% of WCAG accessibility issues, ensuring accessibility compliance and improving usability across all major user flows.
- **Tech Stack:** React, TypeScript, GraphQL/Apollo, Redux, Jest, Cypress



# Ferdinand Ismael

Front End Engineer



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Toronto, Ontario

## Core Skills

- React (Hooks, Context API)
- TypeScript
- JavaScript (ES6+)
- Redux / Redux Toolkit
- CSS Modules
- GraphQL (Apollo Client)
- Node.js

## Testing

- Jest
- Enzyme
- React Testing Library
- Cypress
- Testcafe

## Tooling

- Git & GitHub
- Webpack / Vite
- VS Code
- Storybook
- Jenkins / GitHub Actions
- MySQL

# Experience

## Software Developer - Gubagoo

Mar 2021 - Nov 2021

- Collaborated closely with Product and Design to refactor and build accessible, reusable UI components and establish a shared component library
- Migrated legacy JavaScript codebase to TypeScript, improving type safety and maintainability
- Led the transition from Baobab to Redux Toolkit for scalable state management
- Strengthened QA by integrating Cypress for end-to-end testing across critical user flows
- Supported a real-time messaging platform handling 2M+ daily visitors via WebSockets for live dealer and operator chat interactions
- **Tech Stack:** React, TypeScript, Redux Toolkit, WebSocket, Cypress

## Software Developer II - Walmart Labs

Jun 2020 - Mar 2021

- Supported replatforming of Walmart.ca Search and Browse pages from a legacy stack to a next-gen React + TypeScript architecture using Redux and Redux Sagas
- Designed and implemented high-impact UI components to boost customer engagement and click-through rates, directly supporting sales growth
- Contributed to the transition toward a micro-app architecture to support scalability and modular development
- Collaborated with Product Owners to deliver innovative, customer-centric experiences on a high-traffic eCommerce platform
- **Tech Stack:** React, TypeScript, Redux, Redux Sagas, Node.js, Hapi, Electrode, Jest, Enzyme

## Front End Developer - Climax Media

Aug 2019- Apr 2020

- Built and tested reusable, modular UI components within a Design System approach for integration into a Sitecore CMS platform
- Developed front-end features using React and TypeScript, with unit testing via Testing Library
- Collaborated in an Agile team to estimate tasks, conduct code reviews, and ensure quality through close partnership with QA
- Implemented theme tokenization for flexible, brand-consistent component styling across clients
- Managed sprint work and backlog using Jira for cross-functional collaboration
- **Tech Stack:** React, TypeScript, Sitecore, Testing Library

## Software Developer - Conscia

Apr 2018- Jun 2019

- Designed and developed UI components for Conscia's proprietary platform using React, Redux, HTML/CSS, and JavaScript
- Built custom component libraries aligned with company-wide design standards
- **Tech Stack:** React, Redux, JavaScript, HTML/CSS, Jest, Enzyme



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Toronto, Ontario

## Education

**Juno** 2018

Full-time Web Development Immersive Certificate

**Juno** 2017

Intro and Advanced Web Development courses

**University of Toronto** 2015

Bachelor of Arts (B.A.)

Majored in Economics & Human Resources