

Erin Alexander

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Professional Summary

Product-focused frontend engineer with 10+ years of experience building user-centered web apps. Known for a holistic development approach to feature development through cross-team collaboration.

Skills

- **Frontend Engineering:** React, TypeScript, Next.js, Storybook, AWS CDK, GitHub Actions
 - **Product & Process:** Agile/Scrum, Roadmapping, Technical Discovery, A/B Testing
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Work Experience

Senior Frontend Engineer, Infinite Athlete 2022 – 2024

- Planned and delivered rapid-turnaround prototypes to showcase platform capabilities
- Designed architecture supporting multi-tenancy via custom subdomains and branding
- Partnered with Product and Design to align engineering initiatives with roadmap goals

Lead Frontend Developer, The Dyr 2019 – 2022

- Led migration from Ember.js to Next.js with TypeScript to improve SEO and reduce bounce rates
- Conducted A/B testing to evaluate advertising campaign performance
- Collaborated with the CPO on quarterly planning and weekly user feedback reviews

Senior Frontend Engineer, Netifi 2018 – 2019

- Maintained the RSocket reactive WebSockets library and engaged with open source contributors to improve adoption and market fit

Senior Frontend Developer, Pollinate 2013 – 2018

- Collaborated with national client brands to develop interactive visualizations for product customizers
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Education

Bachelor of Arts in Studio Art (Cum Laude)
Southwestern University, Georgetown, TX