

# Dan Mennella

## Front-End Developer

[dan@danmennella.dev](mailto:dan@danmennella.dev) (+973)-987-8022 [Morristown, NJ](#)

### Education

#### Drexel University [B.Sc. in Interactive Digital Media](#)

Philadelphia, PA, 2012-2016

- Developed the **iOS and WatchOS app URBN Explore**, an indoor positioning system designed to help people navigate the Drexel University URBN Center.
- Placed and managed **27 Bluetooth low-energy beacons** throughout the Drexel University URBN Center and used the indoo.rs SDK to create paths, waypoints, zones, and coordinates to guide users through the building.

### Technical skills

**Languages:** JavaScript, HTML, CSS.

**JavaScript stack:** FE Framework: React, Vue.js / **Libraries:** Nuxt.js, Pinia

**Databases:** **Platforms:** Firebase, Supabase

**Photo & Video Production:** Adobe Photoshop, Illustrator, After Effects, Sketch.

## Professional Experience

### Jackson Hewitt Tax Services [Front-End Developer](#)

[Jersey City, NJ](#) Aug. 2020 - Present

- Contribute to the software development lifecycle by designing and implementing front-end features for a tax service website, delivering clean and scalable code in/with web technologies
- Worked and collaborated within a multidisciplinary team including business teams and UX/UI designers. Gather technical requirements by extracting architectural significance and solution designs leveraging web technologies.
- Create engaging user experiences by delivering aesthetically pleasing user interfaces built with HTML, CSS, JavaScript and React as a framework.
- Code using best practices of HTML5, key & advanced functionalities of CSS3 (Flexbox, Grid, animations, CSS variables and Less), ensuring responsiveness and optimizing for accessibility and performance.
- Build and manage CMS content for the entirety of the website. Test new CMS releases making sure there are no defects. Build and manage A/B tests using Optimizely.
- Deliver technical presentations to the team on new designs, features, and development plans. Maintained a high engagement in meetings, asking calibrated questions to reach alignment and optimize the delivery of each implementation.
- Write and maintain clean code, comments, and documentation to allow other engineers to rapidly understand key logics, objects, and functions.
- Maintain an up-to-date knowledge on Web & Mobile technologies and best practices and monitor industry & competitive trends.

#### Key Achievements:

- *Refactored legacy code, changing CSS to LESS, jQuery to advanced ES6 functionalities which increased performance by 62% per component, based on lighthouse reports, SEO, and ADA.*

### Bed Bath & Beyond [Email Production Developer](#)

[New York, NY](#) Apr. 2019 - Dec. 2019

- Participated in the technical effort by delivering implementations, including the development of over 500 behaviorally-triggered, cross-concept promotional emails for Bed Bath & Beyond and buybuy Baby. Wireframes email designs with Sketch and produced product images using Photoshop.
- Design front-end using object-oriented JavaScript framework React.js for speed and efficiency. Created tools to speed up email development by 20%. Refactored HTML templates used for promotional emails, maximizing performance, and reducing file-size by an average of 40kb per email.
- Optimized email development by producing code snippets for the most commonly used content modules. Wrote and implemented email style guides for US and Canadian development teams, featuring consistent code via a custom CSS library featuring utility classes.
- Created clear, concise, and user-friendly documentation, and wrote & maintained clean and legible code with commenting for others to read, understand and collaborate easily.
- Proactively sought performance improvement opportunities with a well-defined profiling approach to isolate and clear bottlenecks and improve performance.

### Ergo Interactive [Junior Front-End Developer](#)

[New York, NY](#) Jan. 2017 - Oct. 2018

- Designed and developed the user interface of a in-house machine learning-powered CMS for planning and managing email content.
- Hand-coded emails using W3C standards and delivered over 1,000 email campaigns for clients including American Express Global Commercial Services, Global Merchant Services, and Consumer Product Services.

- Conscientiously planned design on a document, matching technical requirements and features to ensure a smoother development phase.
- Developed an award-winning monthly e-newsletter sent to an audience of over 1.4 million recipients with an annual IBB of 1B+, 50% open rate, and 11% CTOR.