

Shelby Collopy

WEB DEVELOPER & SOFTWARE ENGINEER

714.698.9496 | shelbycollopy@gmail.com

Summary

Versatile and design-driven software developer with extensive experience in the full lifecycle of modern web and application development, from concept to production. Skilled in transforming ideas into scalable, high-performance digital solutions. Proficient in designing, coding, testing, deploying, and managing applications with a focus on user experience, performance optimization, and responsive design. Possesses a comprehensive understanding of both front-end and back-end development, CI/CD pipelines, and cloud-based deployments. Known for excellent collaboration and communication skills, working seamlessly with cross-functional teams, including designers, product managers, engineers, stakeholders, and executives, to drive impactful user experiences.

Experience

Codazen | Front End Engineer, Contingent Worker @ Meta **Feb 2022 - Apr 2024**

- Deliver enterprise web-based properties for Meta in a collaborative team environment, supporting both *.facebook.com and *.meta.com deployments.
- Work with Meta's internal tools and systems to develop, commit, review, and ship code.
- Support Meta launches and new product roll outs during keynote events.
- Conducted thorough code reviews, ensuring adherence to coding standards, best practices, and overall code quality.
- Led the development efforts of the Codazen.com website, overseeing its technical design, implementation, and maintenance to deliver an exceptional online presence.
- Setup, configured, and deployed headless CMS solutions, streamlining content management processes and enabling efficient website updates.
- Built a UI component design system using Storybook.
- Mentor junior developers on best practices.

Technology: AWS (RDS, EBS, EC2, Amplify, Route53, S3), PHP/XHP, React, JavaScript, TypeScript, Next.js, Netlify, npm/yarn, git, MUI, Strapi CMS, Figma, MySQL/MariaDB, Salesforce

SourceStrike | Software Engineer **Jun 2019 - Mar 2020**

- Work in a team environment to deliver high quality software per client specifications.
- Launch MVP for client prior to Covid restrictions; allowing for virtual customer transactions and further funding.

Technology: JavaScript, React, TypeScript, Next.js, HTML5, Heroku, CSS-in-JS, Cypress, Figma, git, npm/yarn

Haven Agency | Senior Front End Developer **Aug 2018 - May 2019**

- Deliver MVP prototype to client allowing for investor funding and further development.
- Deliver high visibility projects for clients including, but not limited to: AEG Presents, Live Nation, Ticketmaster, Riot Games, Penske Media Corp, PUBG eSports, MedMen

Technology: JavaScript, React, Preact, Next.js, AWS (S3), HTML5, SCSS, Wordpress VIP, Figma, Contentful CMS, git, npm/yarn

BigRentz | Software Engineer**Jun 2015 - Nov 2017**

- Build new and iterate on existing internal applications using React and Node.
- Work with Product team to establish level of effort estimates and timelines.
- Work with QA team to troubleshoot, debug and implement fixes for applications.
- Participate in peer code reviews, mentor and pair program as needed.

Technology: JavaScript, React, Node.js, Redux, Flux, HTML5, SCSS, Vagrant, Figma, git, npm/yarn**Greenlight Loans | Front End Web Developer****Oct 2013 - May 2015**

- Design and develop consumer facing, responsive web-based properties for Greenlight Loans.
- Designed a fully responsive loan management portal.
- Work in an agile environment with a team of developers.

MarkeTeam | Manager, Trends & Technology**Jul 2013 - Sep 2013**

- Manage development of technology products.
- Manage relationships with outside vendors and freelancers.

Marshall Advertising & Design | Web Developer (Contract)**Apr 2013 - Jun 2013**

- Assist in development and testing of iOS/Android applications for new Yamaha products.
- Develop and install canvas apps on the Facebook platform.
- Develop marketing emails from PSD mocks.

Kelley Blue Book | Front End Developer (Contract)**July 2011 - Mar 2013**

- Work directly on KBB.com within the KBB.com engineering team in an Agile environment.
- Work with back-end engineers, QA, CX and product managers to deliver quality products.

Marshall Advertising & Design | Web Developer (Contract)**May 2011 - Jun 2011**

- Front end development of The Toll Roads website redesign.
- Database management – migrated site content from word documents to MySQL database.

Razor USA | Web Communications Project Supervisor**Jan 2007 - Mar 2011**

- Conceptualize, design, develop, code, test, deploy and manage the global websites for Razor USA, which includes the Razor® scooter brand.
- Setup and configure a Customer Relationship Management system.
- Review and report website analytics data to VP of Marketing.
- Use of SEO best practices to ensure website visibility on major search engines.
- Manage relationships with third party vendors, consultants and agencies.

Skills

- Business and Technical Acumen
- Team Collaboration and Communication
- UI Design and Development
- Front-End and Full-Stack Development
- Component Libraries and Design Systems

Education**The Art Institute of California - Orange County**

Bachelor of Science, Interactive Media Design