

TYLER WILLIAMS

SENIOR SOFTWARE ENGINEER

CONTACT

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EDUCATION

2010 - 2015

CORNELL UNIVERSITY

- Bachelor of Fine Arts

SKILLS

- TypeScript
- React
- Redux (Toolkit)
- Node.js
- Webpack/Vite
- Storybook
- Jest/Vitest
- Playwright/Cypress
- Next.js
- Contentful
- GraphQL
- Emotion/Styled Components
- GSAP
- Pixie.js
- Jenkins
- Concourse
- Fly.io
- Hybris
- Github Actions
- Adobe Experience Manager
- PostgreSQL
- Sqlite
- mySQL

PROFILE

I am Tyler Williams, a seasoned senior software engineer with over 10 years of professional expertise in crafting optimized and high-performance web applications. In my spare moments, I passionately engineer cutting-edge technology proofs to propel businesses towards enhanced application performance and streamlined workflows for my teams. My commitment has consistently revolved around the pillars of code readability, maintainability, and peak performance. This perspective empowers me to seamlessly integrate into teams, identifying opportunities for code enhancement and optimization effortlessly.

WORK EXPERIENCE

Rokt

2024 - 2025

Senior Software Engineer

- Automated and scaled new ad experiments from 4-5 per month to hundreds per month in order to increase click through rates
- Proposed system architectural restructuring to enable scaling of the business
- Created and implemented a new React component library for company usage across multiple internal products
- Coordinated across international teams to facilitate seamless code reviews
- Advocated for subject matter expert code ownership to remove bottlenecks in the development process
- Built React user interfaces to streamline experiment layout creation, removing the need for non-technical stakeholders to create and automate experimentation
- Authored comprehensive technical documentation and architectural decision records to ensure alignment across cross-functional engineering teams during complex feature implementations.

SpotHero

2020 - 2023

Senior Software Engineer

- Led the development of the B2B product Control Panel, taking full project ownership to address operators' business needs and manage technical debt built in React.
- Introduced unit and integration testing standards utilizing Jest, React Testing Library and Playwright, enhancing software reliability
- Mentored peers for better collaboration and improved the developer experience by resolving process pain-points
- Optimized the deployment process, replacing Webpack with Vite and converting Jenkins pipelines to Concourse
- Collaborated with the design team to implement a new design system, created a component library utilizing ChakraUI
- Migrated our consumer facing site from a Webpack server-side rendered React application to a Next.js application
- Built CI/CD pipelines in Fly to deploy our codebase to staging and production environments

LANGUAGES

- English (Fluent)
- Italian (Intermediate)

Foot Locker

2018 - 2020

Senior Software Engineer

- Collaborated with crossfunctional team of engineers to design and develop a multi-site/multi-brand, React, server side rendered e-commerce application
- Coordinated with off-shore teams to integrate Hybris APIs into frontend code
- Championed the use of Typescript for all frontend application code
- Architected the new and redesigned rewards program, utilizing a third party library Qualtrics
- Pioneered the use of GraphQL for the rewards program, cutting down excessive API data consumption
- Performed root cause analysis, code optimization, and rapid solutioning, demonstrating strong problem solving to meet project-owner demands.
- Migrated our CI/CD pipelines from Jenkins over to Concourse

Macy's

2017 - 2018

Interactive Frontend Web Developer

- Collaborated with several stakeholders across departments, to coordinate acceptance criteria and to retrieve analytic requirements to produce a fully tested final product.
- Provided swift debugging support for other teammates to ensure site reliability while also juggling side projects and proofs of concepts to potentially improve the project workflow.
- Facilitated regular alignment meetings with non-technical stakeholders to prioritize project requirements, ensuring transparent communication and timely delivery of critical business features.
- Systematically performed detailed quality checks and code audits to ensure high performance and reliability across all site deployments.

Dressler LLC

2015 - 2017

Frontend Web Developer

- Conceived, implemented, and managed large-scale Optimizely A/B and Multivariant user experiments in order to construct unique and highly performant frontend experiences.
- Built and maintained extensive Wordpress multi sites and custom plugins for Wiley Efficient Learning, Springbank, LeeCo, 9/11 Museum and Memorial, Oliver Scholars, Pennsaid and Gusto

Cornell University

2014-2015

Teaching Assistant

- Organized, planned and instructed weekly programming labs to aid in upcoming course content to a section of 15+ students.
- Held weekly office hours to also assist students in troubleshooting and debugging code.
- Managed the online student forums providing answers to technical programming questions and language specific peculiarities relevant to the course material.