

Robert Franceschini

Senior Front-End Software Engineer

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Senior Front-End Software Engineer with over 10 years of experience developing and deploying scalable, efficient, and accessible digital UI experiences for well-known companies such as AMC Networks, Macy's, and Chanel. Led and completed multiple high budget (\$6-10 million) projects on time, reaching millions of users.

PROFESSIONAL EXPERIENCE

AMC Networks, New York, NY

Senior Frontend Engineer, July 2022 – Present

- Spearheaded the Front-End Web portion of the Ad Tier project for AMC+, resulting in a 10% increase in subscribers
- Build enhancements and new features for 6+ streaming media applications, including video, browse, account, subscription, payment, promotions, and other digital products, used by millions of consumers
- Facilitate weekly knowledge-sharing sessions for developers, leading to a 25% improvement in task completion time
- Collaborate and partner cross-functionally with teams including Engineering, Product / Project Management, Marketing, UX Design, and Data to ensure consistent and fantastic user experiences
- Contributed to Agile methodology and SCRUM processes such as Sprint Planning, Backlog grooming, Daily Standups and Retrospectives with the team
- Implemented comprehensive unit test cases using Jest framework to identify and prevent potential bugs, leading to a 30% decrease in production defects
- Mentor and lead a team of up to 10 developers
- Executed comprehensive web accessibility audit using WCAG guidelines, leading to a 20% increase in user engagement
- Lead by example to write, maintain, and enforce code quality through test driven development
- Write clear documentation and perform technical maintenance on existing software applications

Macy's / Bloomingdale's, New York, NY

Senior Software Engineer, September 2021 – July 2022

Software Engineer, May 2019 – September 2021

- Led and mentored a team of up to 10 Front-End Developers
- Collaborated with product managers and UX designers to groom requirements
- Engineered high-performing Bag/Cart and Checkout web applications with a focus on accessibility; optimized load times by 40% and improved user engagement metrics
- Orchestrated the creation and execution of unit test cases utilizing Jasmine / Karma, ensuring robust code quality, resulting in a 40% decrease in post-release bug reports
- Led the code review and merging procedures, enforcing strict quality control measures and leveraging automated testing tools to enhance code reliability and performance; minimized bugs by 15%
- Orchestrated version control and package management through Git and Webpack for a team of 10 developers
- Contributed to Agile ceremonies including standups, sprint planning, backlog grooming, and retrospectives
- Created detailed front-end tech stories tailored to business needs; collaborated with design and development teams to ensure seamless implementation
- Piloted innovative A/B testing strategies, including multivariate testing and user segmentation, to enhance user engagement metrics and achieve a 15% increase in customer retention
- Developed responsive features and components using JavaScript, React, HTML, CSS
- Styled front end code based on design specifications using CSS3 / SCSS
- Conducted thorough front end code analysis using WCAG 2.1 criteria; identified and rectified accessibility issues, culminating in a 10% increase in website traffic from users with disabilities

General Assembly, New York, NY

Instructional Associate Front-End Web, October 2016 – December 2018

- Coordinated with the instructor to come up with lessons in front-end web development including HTML, CSS, and JavaScript
- Conducted real-time problem-solving for students, ensuring a smooth transition between lecture topics and assignments, resulting in a 25% reduction in student confusion and improved academic performance
- Reviewed and graded homework assignments, offering tips on how improve code

StoneShot, New York, NY

Full Stack Web Developer, January 2015 – May 2019

- Developed a proprietary web application using ASP.NET, MVC 5, HTML, CSS, JavaScript, React, used by hundreds of clients
- Engineered web forms and websites for clients such as HSBC and UBS using HTML, CSS, JavaScript, and ASP, reaching thousands of users
- Built and maintained company website from the ground up on the WordPress platform using HTML, CSS, JavaScript, and PHP
- Coded responsive HTML emails, reaching thousands of subscribers

CHANEL, New York, NY

Web Production Artist, February 2011 – December 2014

- Designed and built experiences for U.S. e-commerce, retailer websites, email campaigns, site enhancements, social media, and mobile web - HTML, CSS, JavaScript, Flash
- Coded emails using HTML and CSS, delivered to thousands of customers
- Concepted and designed experiences that elevate brand image and engage the user
- Executed comprehensive optimizations on visual assets for web deployment, leading to a 40% reduction in page size

EDUCATION

Bachelor of Fine Arts in Electronic Media
LIU Post | Greenvale, NY

SKILLS

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|---------------|---------------------|--------------------|----------------|
| • JavaScript | • Next.js | • Node.js | • Confluence |
| • TypeScript | • Vue.js | • Express | • JIRA |
| • HTML5 | • Jest | • Git | • SEO |
| • CSS3 | • Jasmine / Karma | • AWS | • UI/UX Design |
| • SASS / SCSS | • Web Accessibility | • WordPress | • Figma |
| • React | • Webpack | • Liquid (Shopify) | • Adobe CC |