

# DANA WOODMAN

Senior full-stack software engineer

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## WORK EXPERIENCE

### Consultant @ [Zenni Optical](#)

June 2021 → Feb\* 2022

World's leading online prescription glass e-commerce store.

- Led a homepage rewrite which improved key conversion metrics by 25% for their ~7mm monthly visitors.
- Increased their page speed by 17% on mobile, 32% on desktop. Scored 92% on accessibility.
- Identified key areas of performance impact across other pages, resulting in 50%+ page speed increases on some pages.
- Developed architecture within a legacy system enhancing developer speed, productivity and easing maintenance burdens.

SVELTE JAVASCRIPT A11Y OPTIMIZEZY

### CTO @ [ChainList \(formerly Bonsai\)](#)

March 2020 → March 2021

A "smart checklist" SaaS product with checklist "templates", scheduling, version control, auto-assignment, and more.

- Worked with CEO to define a product vision, roadmap and visual brand including a React and Figma UI library.
- Architected an elegant approach to complex event scheduling backed by robust unit testing (Jest).
- Created a lightweight embeddable widget (think Twitter Card) for sharing checklists including OEmbed API and Open Graph tags for link sharing.

REACT NEXT.JS SVELTE MONGODB GRAPHQL TYPESCRIPT

### VP of Web and Mobile @ [remote.it](#)

June 2018 → Feb 2020

A SaaS product to enable secure remote connections to devices anywhere in the world without port-forwarding.

- Increased the addressable market of customers and reduced user pain-points by creating a suite of cross-platform applications (React Native mobile app, React + Electron desktop app, Golang CLI)
- Defined product direction for a team of 4 senior developers, established best practices (CI/testing/code review), and built a UI toolkit (React + Storybook) to standardize our design across products.
- Built a CLI that managed device registrations, service processes, and system services that worked consistently across operating systems.
- Managed 12 interns (yes, you read that right) and got them pushing meaningful code to production within their first week.

REACT REACT NATIVE ELECTRON GOLANG TYPESCRIPT NODE.JS

\* Work gap for Feb-June 2022 explanation: Took a 4 month sabbatical to sail across the Pacific ocean from Panama to French Polynesia.

## ADDITIONAL EXPERIENCE

- **Consulting:** Managed my own consulting company for over 10 years including client development, administration, and managing remote contractors working with a variety of industries, product types and team dynamics.
- **MEX Assistant:** Built a Chrome browser extension (Svelte) and a web app (Sapper, Gumroad, Auth0) and backend that managed signups and subscriptions that gave crypto traders advanced tools. Developed a real-time sync between the exchange's UI

## SKILLS

### LANGUAGES

JavaScript (12yr), Typescript (3yr), Golang (3yr), HTML5 (15yr), CSS3/LESS/SASS (15yr)

### TOOLS

React (7yr), React Native (2yr), Node.js (8yr), Svelte (2yr), Express.js, Redux, TailwindCSS

### OTHER

Testing (Jest/Vitest/Cypress/Playwright), TDD/BDD, CI/CD pipelines, Databases (PostgreSQL/SQLite/MongoDB), Serverless/Edge/traditional computing (Cloudflare/AWS/Vercel/Heroku), git (12yr), Figma, i18n, a11y

(updates multiple times a second) and the extension, while making this process robust yet simple.

- **Google:** Built a Ruby on Rails API service for a mobile app for the Think with Google event series including chat and calendar features.
- **Contactly:** Co-founder of a SaaS product (React Chrome Extension, Node + Express + MongoDB web app) that allowed customers to find leads via LinkedIn as well as an advanced system for generating and testing possible email addresses using telnet and other techniques.
- **Bonafide:** Developed a UI toolkit (React + utility CSS) to help their dev team migrate their 4mm+ LOC codebase and a plan for progressively migrating the UI without interfering with their existing business initiatives.
- **SunEdison:** Lead a migration of a legacy codebase to React for their core product, a global solar dashboard system.
- **ExtendSketchUp:** Founded the first ever SketchUp plugin marketplace (Django) and companion Ruby plugin that made installing a one-click process compared to an incredibly clunky process. The plugin and web app allowed users to search and browse based on search query, category, rating and other factors.
- **Other notable work:** Realtime event management system and label printing system. Printshop management system (React, Node, Postgres). Learning management platform (React, Node, Neo4j). Shopify app for customizable products (React, Node).

## PERSONAL EXPERIENCE

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- **CNC machining control system:** A tool for hobbyist makers (React + WebSockets + Arduino) including real-time syncing of machine location and state and a tool to send GCODE (manual or files) to the machine to run jobs.
- **RFID security access control system:** Synced with a membership database to allow entry using RFID cards (Golang + RaspberryPi + Arduino) to our makerspace, including a visual feedback UI (React).

## OPEN SOURCE EXPERIENCE

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- **react-fontawesome:** Managed the most used FontAwesome library for React (~670 Github stars, 12mm total npm downloads), prior to FontAwesome releasing their own official React components.
- 10+ yr involvement in Open Source with ~70 repos on my Github and a collection of packages published on npm.

## SPEAKING, WRITING & COMMUNITY

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- **Meetups:** Co-founded Hack Sonoma County and NorCal.js meetup groups. Organized and presented at dozens of meetups as well as writing content on Dev.to and my blog.
- **Chimera Makerspace:** Founded the first community makerspace north of San Francisco. Grew it to 250+ paying members and a team of volunteer staff in a 3k+ sq.ft. facility.
- **Nation of Makers:** Invited to a national makerspace convention at President Obama's White House. Selected for a 7-person steering committee to form the organization and secure funding and board members of a new national organization serving makerspaces.

## OTHER EXPERIENCE

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- **SonomaFireInfo.org:** Co-founded a disaster response site that served the most up-to-date information during the 2017 Northern California wildfires to over 170k people with a team of 60+ volunteers.
- **Meter Made Sculpture:** Created the first interactive light sculpture to be installed in downtown Santa Rosa, California. The solar powered sculpture featured hundreds of LEDs controlled by a cellular connected Arduino microcontroller.