

Kenneth E. Davila

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Objective

Seeking a leadership role where I can leverage my full skill-set to impact and bring proficiency to an organization.

Summary & Skills

Enterprise Engineering Leader with 10 years of management experience and overall 15+ years in web development.

Experience architecting platform wide front-ends with MV* frameworks and Node

Expert in Rich UI Engineering, responsive design and adaptive design methodologies

I strive for efficiency, writing tools to improve processes are areas I look for. As well as establishing conventions that help teams stay consistent and proficient with code and requirements gathering

I lead by example always in the trenches with my teams

Experience with Swagger for API documentation and JSONAPI Spec

Not afraid to get into the back-end and take on full-stack work to help a project or lead a team

Highly motivated for new challenges

Experience authoring and contributing to NPM packages (modularizing code for re-usability)

Highly experienced working with Agile methodologies (Sprint or Kanban)

Currently Using:

Nuxt.js, Vue.js, Angular 6 (Typescript), SASS, Bootstrap 4, ES6, Jest, RollUp, Babel, BootstrapVue, KendoVue

Past Experience with:

Vagrant, SOLR Search, .NET MVC, Drupal 8, Twig, React & Flux, Angular 1.x, Angular 2+, jQuery, MVVM Front-End frameworks – KendoUI, Hybrid UI Development, SPA Development, Webpack, Grunt, SASS, RequireJS, Jasmine, Github, Laravel, Swagger, WURFL, Unit Testing, SystemJS, KnockoutJS, MySQL, Jest, VueJS

Experience

Head of Front-End

Lereta.com, Covina, CA

March 2019 – February 2020

- Continuously provided technical guidance on FE architecture, best practices and patterns for cloud re-platforming project UI
- Worked within a Vue/Nuxt.js front-end calling APIs written in Go leveraging JSONAPI Spec, hosted within GCP AppEngine
- Led and managed the UI team of 4 FE Engineers, 3 Seniors and 1 Mid-level and 2 UI designers, 1 Senior and 1 Associate
- Performed daily code reviews, leveraging PR templates in git to enforce due diligence and team conventions

- Hands on leader as well as manager, I took on my share of story points per sprint to complete
- Wrote bash scripts to help automate certain parts of work flows for my team, scaffolding scripts primarily that enforce code organization and separation of concerns
- I established conventions to simplify requirements with product management, primarily checklists to ensure nothing in a UX flow is missed and that specific treatments of UI components are called out so FE Engineers implement correct paradigm for consistency and efficiency
- Led a twice a week, sprint planning meeting with Product and Back-End Engineers
- Developed some best practices for leveraging XPATH for Selenium for QA Automation Tests
- As the hiring manager I worked directly with recruiters and phone screened candidates first

Team Lead / Senior Front-End Engineer

Vrooz.com, Los Angeles, CA

July 2018 – March 2019

- Led the technical effort of internationalizing and localizing the entire Vrooz platform. I lead a team of six which includes 2 Back-End Engineers, 2 Front-End Engineers and 2 QA Engineers
- Day to Day duties included, leading stand-ups and planning meetings, from time to time creating User Stories to keep team's rhythm and velocity (introduced story points into our process in JIRA), as well as working on Technical stories myself
- Refactored Node + Mustache templates into Angular 6 with a Node middleware to better support localization of these particular views and more importantly to introduce more modern Front-End Frameworks into our stack, working closely with DevOps to configure nginx for deployment and serving of new Angular 6 project
- Led the front-end effort of internationalization within the entire AngularJS 1.x front-end
- Introduced new configurations and collections for Japanese support in our SOLR Search Servers
- Worked with Java APIs to support indexing and querying new SOLR Search collections based on user's language
- Worked with a translations vendor to streamline a new workflow for our entire organization for handling human translations after they have been sent and received from our vendor, in essence introducing this as a new Standard Operating Procedure

within the organization

- Introduced utilities within Gulp that leverage machine translations from Google Translate API which help present the UI in the chosen language during development, this helps QA and Developers identify which text and phrases are yet to be externalized. This same utility adds and removes IDs to/from the translations for easier reporting from business users during UAT

Senior Engineer

Legalzoom.com, Glendale, CA

October 2017 – July 2018

- Led the purchase path development on both front-end and back-end on a team of 3 for a new Legal Forms platform, designed as another revenue stream for the company. The project was fast paced and was completed within 3 weeks working with 2 other tech teams to deliver phase 1 of the project while simultaneously leading a separate project with another team.
- Appointed Tech Lead for a high-profile project after previous Tech Lead resigned. Delivered Legalzoom's #2 product for an Adaptive Design Angular platform within 4 weeks. Timeline included development, UAT and QA. In this role I helped bridge communication gaps between dev teams and product to help streamline the development process, cleaned up tracking within the code and optimized A/B experiments to help get more accurate data to our Google Analytics automated reporting.
- Creating reusable modules for Angular 5 apps, which include re-writing and documenting some existing tracking logic in TypeScript. Essentially building a Tracking Integration library for all Angular 5 apps. Packaging them for NPM installation with ng-packagr library
- Front-End development within Angular 5 for LegalZoom's redesigned #1 product experience
- Member of Tools Team that supports tracking integration via Tealium Tag Management Tool Suite with Javascript as well as Front-End Development along with a bit of back-end scripting in .NET or PHP for various projects.
- Front-End development within Drupal 8 CMS, plugin authoring in jQuery to support current in-house pattern library front-end tools and style guide.
- A bit of devOps leveraging Vagrant and Virtual Box for provisioning Linux Drupal 8 development environment. Created a custom box package as well as a Vagrant provisioning to help speed up the on-boarding process for new team members.

Senior Software Engineer

LoopNet.com, Los Angeles, CA

September 2016 – September 2017

- Front-End Development leveraging Angular within Razor .NET MVC using an adaptive/responsive design methodology for delivering content
- Creation of Angular services to interact with google maps API
- Creation of custom Angular directives that serve as UI widgets
- Providing guidance to current HTML/CSS development practices as well as amendments to CSS architecture components
- Refactoring legacy code for more efficient maintenance and scalability (i.e. consolidation of Razor Views)
- Creating C# helper classes for handling text manipulation for responsive and adaptive design methodologies
- Data mapping for web layer models and service endpoint wire ups in our .NET middleware
- Extending controller classes and logic, including new routes
- Localization

Project Lead – Independent Consulting

Organicum Design, Los Angeles, CA

March 2007 – Jan 2019

- Most recently redesigned the AppliedNutrition.com website, added new features to the CMS for marketing purposes on homepage, created new services for cross sells.
- Sub-contracted up to 7 other contractors for various projects – Work closely with clients to design web application UI/UX flow and draft requirements using JIRA and Confluence
- Developed custom CMS platform – platform is called Site Control Center and is a LAMP based application, platform was enhanced in partnership with another developer to suit client needs
- E-Commerce, Analytics and SEO – modules specific for handling this type of integration were developed and integrated into the Site Control Center

Most Notable Client Sites:

<http://www.irwinnaturals.com>

<http://www.wellrootsproducts.com>

<http://www.appliednutrition.com>

<http://www.naturessecret.com>

Senior Developer – MyHerbalife.com | Herbalife.com

Herbalife International, Los Angeles, CA

June 2014 - August 2016

- Front-End build process management - Implementation of various Grunt tasks for front-end build processes
- (SASS compiling, CSS splitting, CSS Minification, JS Uglification, Unit testing with Jasmine and Chutzpah)
- Javascript Best Practices and Architecture Lead - Constantly in retrospective of projects to document and share lessons learned for future improvement to architecture and anti-pattern recognition (Premature optimization, BikeShedding, Analysis Paralysis, Pattern Abuse, Inner-platform Effect) in context of the application paradigm.

- UI Utility Library authoring - I worked with our design team and C# developers to create custom UI widgets as they become a need for our various projects. The widgets are created as plugins using jQuery for explicit instantiation or Kendo UI MVVM framework so they can be instantiated declaratively
- Single Page Application Implementation - Most recently using a SPA framework for Hybrid UI development for Mobile Wrapper consumption (iOS and Android), this was for a CRM based application. Implemented SPA for an e-commerce workflow for our APAC region which decreased user time in completing transactions (users were able to make transactions in under 50 seconds), application had various business rules that required a lot of data transfer from client to server (checkout timer, as well as inventory tracking of reservation being made), leveraging SPA the UX was optimized.
- Member of UX Council – Working closely with other council members to develop standards for UI components to streamline our interaction design rapid prototyping. I eventually graduate these components to UI widgets by developing them as plugins for inclusion in our UI library code base.
- HTML/CSS Best Practices Lead - Constantly focusing on the semantics of HTML to drive CSS authoring to minimize redundancy and improve specificity of CSS selectors.

Senior Development Lead UI – Myherbalife.com | Herbalife.com

Herbalife International, Los Angeles, CA

May 2012 - June 2014

- Front-End Architectural Lead – implemented a new and modern HTML 5 UI framework and JavaScript programming patterns for best practices (includes jQuery plugin authoring, and UI Framework custom widget authoring, as well as naming conventions for CSS and Semantic approaches to optimize HTML, strategy was part of MyHL3 platform redesign and toolset)
- Supervised a team of 7 UI developers in our Mexico and India offices – Developers were tasked to implement new updated HTML/CSS and JS standards to bring HTML 5 into legacy Views

Associate Manager Online Strategy - North America Region

Herbalife International, Los Angeles, CA

April 2010 - May 2012

- Managed a team of 4 web content specialists – Team focused on publishing of marketing content via multiple communication channels to target audience, which included web publishing via CMS, E-mail development through Exact Target Platform, and micro-sites development (includes mobile development of sites as well)
- Developed responsive micro-sites and emails for marketing campaigns – Created standard operating procedures to make team more efficient with handling weekly communication campaigns
- Integrated analytics for campaign monitoring with Adobe Omniture

UI Designer – Lunarpages.com

Lunarpages Internet Solutions, Anaheim Hills, CA

December 2007 - March 2009

- Main UI Designer for online web site builder tool called LPQuicksite. Created over 300 unique web page templates for various categories of small business.
- Took lead of LPQuicksite project and prototyped new UI and UX flow that was approved by executive management for further development and production.

Education

Bachelor of Applied Science (B.A.Sc.), Web Design and Multi-Media

Westwood College-Los Angeles

October 2007

Achievements

The Westwood 100 Award Westwood College - June 2011

- In recognition of Success and Achievement as a Westwood Alumni.

National Dean's List Westwood College - 2004

- Awarded National Dean's List Honors for achieving a 4.0 GPA

Communication

Experience speaking at brown bag events for previous organizations

Spoke on Content Strategy and UI best practices at LavaCon 2012 Portland (Was not on original list of speakers, last minute request to do so)

Experience leading Sprint Reviews with stake holders presenting latest features and achievements from previous sprints development work

Leadership

Motivational and Directional Leader

Analytic driven design decisions and feature sets

Experience with user testing feedback and analysis to drive product design and development

Proven work ethic for delivering high quality and optimized software

Leads by example

Experience leading web service design with back-end developers (data model schema, data model shape)

Experience with SCRUM Master role

References

Available upon request

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