Deirdre Massaro

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💼 Employment History

Senior Software Engineer at Hims & Hers
May 2024 — Present

- Led the design and implementation of dynamic, high-visibility web applications (calculators, widgets, forms, etc) that drove user engagement and monetization across core product areas, contributing to a 3–6% conversion rate.
- Developed responsive, accessible UIs with React, JavaScript, HTML5, and SASS for consistent cross-device performance.
- Collaborated cross-functionally with product, design, and analytics teams to deliver scalable features and iterate based on SEO data insights, ensuring alignment on scope, performance, and user impact.

Senior Front End Engineer at Retool
March 2023 — May 2024

- Led development of user-centric web applications using React, Next.js, GraphQL, TypeScript, Tailwind CSS, and Framer Motion.
- Partnered with the design team to implement responsive and intuitive UI and UX designs including the redesign of Retool's blog.
- Established and maintained a design system for Retool's web presence while ensuring accessibility for diverse user groups.
- Led prototyping and iterative testing to enhance user experience.
- Managed and mentored junior developers, fostering a collaborative and growth-oriented environment.

Front End Engineer II at Postscript
July 2020 — March 2023

- Led advancement of internal front-end codebase by being the second designated front end engineer at the company.
- Utilized modern usage of React (hooks, context API, functional components etc) to optimize application.
- Led the redesign of customer-facing application, resulting in a 20% increase in user engagement and satisfaction.
- Built out features and developed interfaces from designs with modern JavaScript libraries (Next.JS, Node.JS, React/Redux, etc.).

Software Engineer at Leafly
May 2017 — July 2020

- Worked with engineering team to support and evolve Leafly.com with server side, API, and client side development.
- Developed the first legal cannabis pickup web application using React, CSS, HTML, JavaScript, Webpack, Node.js, and JSON.

🎓 Education

Computer Science and Design, Northeastern University

Links

Portfolio
Github

Skills

React

JavaScript & TypeScript

HTML & CSS

Tailwind CSS

MUI

Framer Motion

Next.js

Node.js

GraphQL

SQL

Python

Express

Formik

Webpack

Babel

Redux

Cypress

Jest

Vercel

Figma

Storybook

Sketch

Amplitude

Contentful