



DEIRDRE MASSARO

DEIRDREMASSARO.COM

deirdre.massaro@gmail.com
(781) 576-9955

EDUCATION

NORTHEASTERN UNIVERSITY | SEPTEMBER 2012 - MAY 2017

BOSTON, MA | GPA 3.7

Bachelor of Science in Interactive Media alongside
Business Administration with a minor in Computer Science

EXPERIENCE

MICROSOFT | DESIGN DEVELOPER

JUNE 2019 - PRESENT | REDMOND, WA

- Worked with ReactJS, JavaScript, CSS and the FAST-DNA framework to build tools and demos for multiple teams within Microsoft.
- Worked with a wide variety of technologies to help drive user experiences that are not only creative but grounded in best practices, valid UI, technical proof-of-concepts, robust software architecture and solid design theory.
- Applied software engineering and prototyping skills to create engaging experiences.

CROWD COW | UI ENGINEER

JANUARY 2019 - JUNE 2019 | SEATTLE, WA

- Involved in the development of UI features from design to delivery using Ruby on Rails, Vue, JavaScript, HTML, and CSS.
- Applied software engineering skills to create tools to enable the marketing team to build web products.
- Assisted with development and redesign of ecommerce website to build out a more attractive and intuitive interfaces that delight customers.

LEAFLY | SOFTWARE ENGINEER

NOVEMBER 2017 - JANUARY 2019 | SEATTLE, WA

- Developed single page React applications to migrate over from our large monolithic .NET public-facing website.
- Worked with engineering team to support and evolve Leafly.com with server side, API, and client side development.
- Assisted with development of the first legal cannabis pickup web application using React, CSS, HTML, JavaScript, Webpack, Node.js, JSON, and Redux.
- Collaborated with product and design team to establish a standard page layout grid for pixel-perfect mobile and desktop web experiences.

DIGITALCHEMY, LLC | UX SPECIALIST

JULY 2017 - NOVEMBER 2017 | SEATTLE, WA

- Drove ASO globally for several category-leading utility and lifestyle apps by facilitating app improvements to increase user acquisition and retention.
- Analyzed app store data from Apple App Store and Google Play Store to generate reports, optimize keywords conversion and increase discoverability.
- Managed the progress and analyzed the iterations of experiments.

AMAZON WEB SERVICES | DIGITAL MARKETER AND DEVELOPER

JULY 2016 - DECEMBER 2016 | SEATTLE, WA

- Built over thirty effective landing pages for major AWS events, performed A/B tests to drive higher conversion rates, conducted a competitive analysis of other B2B companies and created reports on my findings and research.
- Provided assistance with email campaigns, offered general code support for email template builds, and Marketo landing pages.

ROCKET INTERNET | FRONT-END DEVELOPER AND DIGITAL MARKETER

JUNE 2015 - DECEMBER 2015 | BERLIN, GERMANY

- Responsible for front-end development of various projects including site management for various clients, mobile app development, design of web pages, and HTML/CSS/Javascript buildkits.
- Created press releases, website content, brand and campaign concepts, advertisements, blogs and social media channels.
- Coordinated and executed multi-country marketing campaigns with clients across +100 markets around the world.

COMPUTER SKILLS

LANGUAGES, LIBRARIES & FRAMEWORKS

HTML
CSS
JavaScript
React
NextJS
Redux
jQuery
SQL
TypeScript

APPLICATIONS

Docker
Postgres
Git
JIRA
Adobe Creative Suite
Zeplin
InVision
Optimizely
Figma
Fabric
WordPress
Salesforce
Marketo
Google Analytics
SplitMetrics
VWO

REFERENCES

Bobby Rayit | Principal Design Lead at Microsoft
baljinder.rayit@skype.net

Michael Barrett | Lead Software Engineer at Leafly
(503) 381-1220

Kayleigh O'Hara | Lead Software Engineer at Leafly
kayleigh.ohara@leafly.com

Majid Burney | Principal Software Engineer at Leafly
majid.burney@leafly.com

Aidan Hughes | CEO at Digitalchemy
(425) 785-9946

Steve Scamihorn | Senior Manager at Amazon
steve@scamihorn.com

Nils Seger | Co-Founder at RCKT.
nils.seger@rckt.com