



# DEIRDRE MASSARO

DEIRDREMASSARO.COM

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## 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

JULY 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.

### 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.

## VOLUNTEERING

### GIRLS WHO CODE | INSTRUCTOR

SEPTEMBER 2019 - PRESENT | SEATTLE, WA

- Teaching a group of young women the basics of backend programming such as Python and frontend web design technologies (HTML/CSS/JS).

## COMPUTER SKILLS

### LANGUAGES, LIBRARIES & FRAMEWORKS

HTML

CSS

JavaScript

React

NextJS

Redux

jQuery

SQL

TypeScript

### APPLICATIONS

Docker

Postgres

Git

JIRA

Adobe Creative Suite

Zepplin

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

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

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