Devin Sharpe

Senior Frontend Software Engineer

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Senior frontend engineer with eight years building customer-facing products, from new-product launches to analytics and LLM features. Drawn to the hidden relationships between humans and technology.

Work Experience

Senior Frontend Software Engineer

Strata Company / Philadelphia, PA (Remote) 2024 - Present

Application Development / New Product Engineering

- Led frontend development of MailTech, a new online mail marketing platform, from initial architecture through launch, setting the team's testing approach (Vitest, Playwright) and mentoring engineers through code review and pairing.
- Implemented Storybook and a shared UI component registry, and connected them to AI coding agents through a Storybook MCP server, giving agents direct access to component docs and stories.
- Ran UX flow reviews that cut reported bugs in the import and reporting flows by roughly 60% over three quarters, using Datadog and session data to prioritize.
- Shipped the frontend implementation of Datadog instrumentation across a microservice architecture, and drove the migration of the company's analytics tracking pixel off a legacy service.
- Designed and shipped features for data-intensive workflows: mass data import, performance report review, and ML-driven audience targeting and personalization.
- Contributed application-wide AI assistance features and prototyped agent-platform integrations via WebMCP.
- TypeScript, React, Next.js, TanStack Start, Go, Temporal, Fastify, Datadog

Frontend Software Engineer

Telrite Holdings, Inc / Atlanta, GA (Hybrid) 2023 - 2024

Frontend Technologies & Foundational Research

- Led implementation of the FullStory experience-analytics platform across multiple brand applications, and ran review sessions that turned session data into a prioritized queue of UX fixes.
- Built and maintained a shared, themeable component library used by 4 distinct brands and web applications, with design tokens for per-brand theming and components documented in Storybook.
- Rebuilt customer signup and ecommerce flows alongside UX designers, standardizing the funnel across brands.
- Partnered with backend developers and systems administrators to replace legacy systems with modern frameworks, libraries, and pipelines.
- TypeScript, Vue, React, React Native, Inertia, Laravel, PHP, FullStory

Frontend Software Engineer

The Washington Post / Washington, DC (Remote) 2022 - 2023

Research and Experimental Design / Commercial Engineering

- Built and evaluated new ad formats and templates inside an experimental research group, instrumenting them extensively with Google Tag Manager to measure performance against engagement and revenue.
- Developed and maintained internal tooling for advertising operations.
- Built automated generation of advertisement copy variants using GPT-3, expanding the pool of creative available for performance testing.
- TypeScript, React, Sass, Babel, AWS CDK, Google Tag Manager

Full Stack Software Engineer

Priority1 POS / Atlanta, GA (In-Office) 2018 - 2022

- Designed and developed 10+ web applications in React and TypeScript for internal and client use alongside FuturePOS.
- Built 4 desktop applications using Electron.
- Deployed projects to AWS with CI/CD pipelines.
- React, TypeScript, Electron, Python, Node, AWS

Volunteer Experience

Software Developer

HHH Radio 2026 - Present

- Set up the project's shared foundations for other volunteer contributors: a UI component library, a form system on TanStack Form, Biome formatting and linting, and written setup docs.
- Built the data layer for the station's site of artists, episodes and blog posts: a typed Postgres schema on Neon with Drizzle ORM, versioned migrations, and Zod validation generated from the schema.
- Shipped passwordless magic-link sign-in with Better Auth and Resend, with branded React Email templates, an account page, and access checks on both routes and server functions.
- Built an admin portal for managing users: search, role changes, bans, signing users out everywhere, and email invites that undo themselves if the email fails to send.

Software Developer

Trans Formations Project 2023 - 2025

- Built web application features for the organization's 'widgets' initiative.
- Presented record-keeping data in accessible, digestible formats for a general audience.

Selected Projects

Birb – Simple Social

birb.social 2023

- A social PWA that limits users to three text posts and one image per day, built to test whether removing the pressure to perform an idealized self changes how people engage with a feed. Monorepo across multiple databases with edge-deployed experimentation.
- TypeScript, React, Next.js, AuthJS, TensorFlow, Vercel Edge

Skills & Familiar Technologies

Core

- TypeScript, React, Next.js, TanStack Start, React Native, Vue, Tailwind CSS, Sass, Less

UI Engineering

- Design Systems, Design Tokens & Theming, Storybook, Accessibility (WCAG), Core Web Vitals & Performance, Framer Motion, GSAP, Figma

Testing

- Vitest, Jest, Playwright

AI

- AI-Assisted Development (Claude Code, Cursor), LLM Product Features, MCP, WebMCP

Analytics & Instrumentation

- Datadog, FullStory, Google Tag Manager, Event Instrumentation

Product

- UI/UX, Team Leadership, Code Review & Mentoring, Scrum/Agile

Backend & Data

- Go, Node/Deno, Fastify, Temporal, Postgres, SQL, MongoDB, AWS, Serverless & Edge Design

Also

- Gleam, PHP & Laravel, Electron, Python, RxDB