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Hi, I'm
Brad Waropay

I'm a developer and designer with a passion for problem solving and an obsession with craftsmanship. I specialize in front-end architecture, leading teams in creating and growing design systems that make building and maintaining your product as easy and enjoyable as using it.

Industry Knowledge and Traits

- 15+ years of software/web development and design experience

- A passion for learning and creativity

- Approaches problems with critical thinking and a long term, strategic viewpoint

- Strong communication, presentation, and documentation skills

- Experienced in leading, managing, and mentoring teams

- Front-end architecture, focused on performance, extensibility, responsive design, accessibility, and overall UX/DX

- Knowledge expert of design system creation, implementation, growth, and maintenance

- Comprehensive understanding of project and product lifecycles and methodologies

- Works across disciplines with stakeholders to discern needs and propose solutions

Tools and Technologies

Things I use daily…

- Jamstack
  - HTML/CSS/SASS/JavaScript/TypeScript
  - Vue/Nuxt/React/Next
  - Node

- REST/GraphQL API design/consumption and working with various backends, e.g. Ruby

- Front-end build tools, e.g. webpack

- SVG illustration and visualization with CSS, JS, and popular libraries, e.g. D3

- Storybook/Chromatic

Experienced with…

- Wireframing/prototyping designs, interactions, and user flows

- Performance, accessibility, and SEO best practices and optimization strategies

- Git standards and conventions for teams

- QA testing/automation/debugging and test driven development

- DevOps, utilizing cloud services/CDNs, automating for the CI/CD pipeline, and monitoring/logging applications

Work Experience

America's Test Kitchen | Front-End Architect/Manager
2022 - 2023

▪ Managed and mentored 10 direct front-end reports. Oversaw hiring, conducted regular 1:1s, code reviews, pairing sessions, annual performance reviews, and set coding standards and best practices.

▪ Outlined technical/product roadmaps to plan, resource, and execute work with design, marketing, product, and executive teams.

▪ Consolidated legacy applications, spanning multiple verticals, into a unified React/Next web app.

▪ Orchestrated a large rebranding initiative with engineering, design, and product teams, improving the existing design system (Mise) and converting it to Figma/React/Storybook while establishing processes for documenting, growing, and encouraging its usage.

The Dyrt | Senior Front-End Engineer
2020 - 2022

▪ Architected and maintained the React/Next Campground Manager web app as lead front-end engineer.

▪ Led the front-end team in converting the existing consumer facing Ember web app to React/Next.

▪ Consulted with design to create an initial design system (S'mores) using Figma/React/Storybook.

Hownd | Principal Front-End Engineer
2019 - 2020

▪ Supervised the front-end team, including mentoring, regular 1:1s.

▪ Colloaborted with product and executive teams to road map features for resourcing and implementation.

▪ Built and launched the React/Nuxt consumer web app/business management tools and Flutter mobile app.

meltmedia | Lead Front-End Engineer/Manager
2014 - 2019

▪ Managed and mentored 12 direct front-end reports of meltmedia's custom software team. Oversaw hiring, conducted regular 1:1s, code reviews, pairing sessions, and annual performance reviews.

▪ Coordinated with clients and product teams to plan, resource, and execute work.

▪ Migrated a major client's portfolio of marketing sites from hand coded static sites to a CMS (AEM). Created a design system and educated third party agencies on usage guidelines to streamline over 90+ sites resulting a decrease in time to market from months to weeks.

▪ Formed internal engineering focused and cross-discipline standards groups to discuss, establish, and advocate for coding and UI/UX best practices company wide.

Fender | Front-End Engineer
2012 - 2014

Europa Sports | Web Developer
2011 - 2012

Electrolux | Graphic/Web Designer
2010 - 2011

Ctech | Graphic/Web Designer
2008 - 2010

U. Advancing Technology | BA of Multimedia
2004 - 2008