DAISY LAFLAMME

Braintree, MA | laflammedaisy@gmail.com
daisylaflamme.net | linkedin.com/in/desislavalaflamme | github.com/daisylaflamme

SENIOR FRONTEND ENGINEER / UI ENGINEER

PROFESSIONAL SUMMARY

UI-focused senior frontend engineer with 12+ years building responsive, accessible production web applications, including nearly a decade on a complex Angular/TypeScript multi-tenant ecommerce platform, most recently as team lead of 4 engineers. Deep experience in reusable component architecture, APIs and async state, accessibility, performance, payments, technical design, code review, and mentoring, plus CMS, SEO, analytics, and digital content work. Currently building full-stack AI products with React, Next.js, Supabase, and LLM APIs.

CORE SKILLS

Frontend: Angular, AngularJS, TypeScript, JavaScript ES6+, RxJS, Signals, NgRx, React 18, Next.js 14, HTML5, CSS3, CSS Grid, CSS Flexbox, SCSS/Sass, Tailwind CSS, Vite

UI Architecture: Reusable component libraries, design systems, Storybook, multi-tenant architecture, configuration-driven UI, routing, lazy loading, state patterns, Figma-to-code, typography

Backend & Data (project work): Node.js, Deno, Supabase/PostgreSQL, Row Level Security, serverless/Edge Functions, Next.js server-side handling, Google OAuth, Stripe webhooks

AI: Gemini 3 Flash, Runway AI API, LLM chat integration, streaming responses, prompt design, AI-assisted development (Cursor, Claude Code, Lovable, ChatGPT)

API Integrations & Ecommerce: REST/BFF API integration, JSON, typed contracts, Auth0, CMS-driven UI, faceted search, pagination, checkout, payments/financing, authentication, third-party SDKs

Accessibility & Performance: WCAG/ADA, semantic HTML, ARIA, keyboard/focus behavior, responsive/mobile-first UI, Core Web Vitals, CLS/LCP optimization, cross-browser/device QA, Lighthouse, WAVE, WebPageTest

Quality & Delivery: Cypress, Playwright, Vitest, Jest, Karma, BrowserStack, Git, Bitbucket, Jenkins CI/CD, Gulp, Postman, Retool, Agile/Scrum, technical design, QA planning, production debugging

Digital Content & Marketing: WordPress, MODX CMS, SEO, Google Analytics, GTM, Mailchimp, Marketo, Salesforce, digital media and instructional design

Leadership: Team leadership, frontend standards, architecture research/POCs, code review, mentoring, onboarding, stakeholder communication

PROFESSIONAL EXPERIENCE

BLUEPORT COMMERCE • Boston, MA

Senior Frontend Engineer & Team Lead | Aug 2025 – Mar 2026

Senior Frontend Engineer | Nov 2019 – Jul 2025

Frontend Developer | Oct 2016 – Oct 2019

> **Tech Stack:** Angular, AngularJS, TypeScript, JavaScript, RxJS, Signals, HTML5, CSS3, SCSS, Storybook, ASP.NET/BFF, REST/JSON, Auth0, TokenEx, Mapbox, Jenkins, Git/Bitbucket, Cypress/Karma, BrowserStack, GTM; payment/financing SDKs

- Led a team of 4 frontend engineers through roadmap delivery and Agile execution, improving on-time delivery from 92% to 98% through stronger estimation, prioritization, dependency management, and risk communication.
- Owned project scoping and sprint planning using team velocity and capacity, improving predictability by 7% and reducing late-sprint scope changes by 16%; drove technical design, architecture POCs, code reviews, QA planning, and release support with Product, UX, backend, clients, and vendors.
- Architected Angular/TypeScript shared UI libraries and configuration-driven components for a multi-tenant ecommerce platform supporting 20+ retailer sites, reducing duplicated UI development effort by 65%.
- Shipped a reusable, responsive header redesign across American Signature and Value City storefronts, coordinating navigation/search/account/cart overlays, Auth0 account states, keyboard focus restoration, CMS mega-menu content, and shared brand configuration.
- Built state-heavy customer experiences across product discovery, faceted search, product configuration, account/CMS workflows, cart, delivery, checkout, financing, forms, modals, and page-builder content using typed REST/BFF contracts and RxJS/Signals async state.
- Integrated and supported TokenEx, Affirm, ChargeAfter, Synchrony, Wells Fargo, Acima, Progressive, Fortiva, Unifi, Accrue, Auth0, fraud/session tooling, analytics, and other third-party SDKs in secure checkout and account workflows, improving checkout completion by 35%.

- Led accessibility improvements across cart, checkout, store locator, payment controls, and product options using semantic HTML, ARIA, keyboard activation, focus order, labeled controls, WCAG 2.1 standards, and cross-browser/device validation, improving accessibility and SEO outcomes by 30%.
- Improved storefront performance by resolving CLS and image/rendering bottlenecks with reserved layout space, breakpoint-aware eager/lazy loading, UI refactoring, and code simplification, reducing LCP from 3.4s to 1.6s.
- Led an end-to-end migration from Bing Maps to reusable Mapbox/OpenStreetMap store-location components, including research, leadership recommendations, proof of concept, implementation, configuration-driven branding, and rollout; reduced annual mapping costs by about 80%.
- Built and maintained responsive websites and CMS/admin UI in Angular/AngularJS, JavaScript, HTML, SCSS, CSS, jQuery, and Bootstrap; supported SEO, debugging, releases, and company-wide frontend best practices training.

STARTUPS, LOCAL BUSINESSES & NONPROFITS • Boston, MA | **More Details**

UI/UX & Frontend Developer | Jun 2012 – Sep 2016

> **Tech Stack:** HTML5, CSS3, JavaScript, jQuery, Bootstrap, WordPress, PHP, Django, Ruby on Rails, MODX CMS, Salesforce, Google Analytics, Balsamiq, InVision, Photoshop, Marketo, Mailchimp, QuickBase

- Designed wireframes, user flows, interactive prototypes, responsive layouts, and production-ready UI for websites and web applications across multiple concurrent projects and organizations.
- Managed and optimized up to 18 WordPress/PHP websites, improving conversion by up to 38% through UX, responsive design, content updates, A/B testing, and Google Analytics insights.
- Built Salesforce web forms and Marketo lead flows with automated routing, improving form completion and lead quality by 36% and reducing manual processing time by 60%.
- Integrated frontend experiences with Salesforce forms, PayPal donation flow, Google Analytics tracking, QuickBase databases, Zoom-enabled online learning systems, Cornerstone career sites, and third-party APIs, collaborating with backend, design, QA, IT, marketing, and offshore teams.

SELECTED CURRENT PROJECTS

GifSpark - AI Photo-to-GIF Greeting App | Independent Product | Mar 2026 – Present | Live App | GitHub

> **Tech Stack:** React 18, TypeScript 5, Vite, Tailwind CSS, shadcn/ui, Radix UI, TanStack Query, React Router, React Hook Form, Zod, HTML5 Canvas, Runway AI API (gen4_turbo), Gemini 3 Flash, Stripe, Supabase (PostgreSQL, RLS, Auth, Storage), Deno Edge Functions, Google OAuth, Capacitor (iOS/Android), Vitest, React Testing Library, Playwright

- Built an AI-powered React/TypeScript app that animates uploaded photos via the Runway AI API, with in-browser cropping, generation polling, animated WebP/GIF/MP4 export with canvas text overlays, Stripe credit payments, and failure/retry states; shipped native iOS and Android builds with Capacitor.
- Built an in-app AI support assistant on Gemini 3 Flash with streaming responses, a context-aware system prompt (auth state, credit balance, web vs. native platform), conversation history limits, input sanitization, rate limiting, and graceful error handling in a serverless Edge Function.
- Implemented the backend on Supabase with PostgreSQL Row Level Security, per-user storage, Google OAuth, and Edge Functions for AI job orchestration and Stripe webhook-driven credit grants, using AI-assisted development (Lovable, Cursor) while owning architecture, code review, and testing.

Interactive Digital Book | Independent Frontend Project | May 2026 – Present | Live App | GitHub

> **Tech Stack:** React 18, TypeScript 5, Vite 5, Tailwind CSS 3, shadcn/ui, Radix UI, React Router, CSS 3D transforms, TanStack Query, jsPDF, html2canvas, Vitest, Playwright, ESLint, PostCSS, Bun

- Built an AI-assisted interactive reading app with responsive layouts, keyboard/swipe navigation, animated page turns, PDF generation, and reduced-motion accessibility; extended the project into Kindle and Amazon paperback books.

Portfolio Redesign | Independent Frontend Project | Jan 2026 – Present | Portfolio | GitHub

> **Tech Stack:** Next.js 14, React 18, TypeScript, JSON, Tailwind CSS 4, DaisyUI 5, Resend, Vercel Analytics, Vercel

- Rebuilt daisylaflamme.net with reusable React components and structured project data, adding responsive navigation, accessible interactions, project filtering, server-side contact handling with Resend, analytics, and Vercel deployment.

EDUCATION & SELECTED TRAINING

Harvard University Extension School - Master's Degree, Digital Media & Instructional Design | 2015

University of Massachusetts Boston - B.S., Information Architecture | 2012

Selected Training: React Essential Training (2026); Tailwind CSS 4 Essential Training (2026); Generative Development with AI and Cursor (2025); Manager Training (2022)