

Jeff Scotti

San Diego, CA

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Senior Frontend Engineer | Senior UI/UX Designer

Versatile engineering leader with 10+ years of experience building scalable, user-centric web applications. Combines deep frontend expertise with UX strategy and product design to deliver seamless, high-performance experiences. Operates at the intersection of tech, design, and business to drive cross-functional innovation.

CORE COMPETENCIES

Software Engineering • SDLC • Application Development • User Interface Design & Architecture • User Experience • SaaS • Agile Project Management • Requirements Gathering • CI/CD • Software Testing • Strategic Planning • Troubleshooting • Research & Documentation • Problem Solving • Cross-Functional Collaboration

EXPERIENCE

BRIGHT, INC. | Mexico City, MX (Remote)

11/2023-Present

Senior Software Engineer (Frontend)

- Joined Mexico's leading residential solar provider to drive the evolution of internal platforms, improving operational efficiency and communication across teams supporting solar installations and financing.
- Spearheaded front-end modernization efforts, introducing scalable architecture and design standards to streamline product development and enhance user experience across Bright's operational tools.
- Partnered with product and engineering leadership to refine internal tooling and optimize workflows, accelerating feature delivery by 35% and improving cross-functional collaboration by 50% across thousands of solar installations.
- Established comprehensive, standards-based UX research and design best practices to ensure consistent, user-centric product evolution across the entire application portfolio.

Select Achievements:

- Transformed the Installers Web Platform into a Progressive Web App (PWA) without a full rewrite—replacing WhatsApp notifications with web push for better control and making the app installable across devices.
- Led the transition of the Operations Platform from React Native Web to React.js, standardizing UI with Material UI to unify design patterns, reduce code complexity, and accelerate feature development by 30%.
- Modernized mission-critical workflow tool used by Sales, Design, and Legal, overhauling the UI and architecture while integrating collaborative task management to streamline teamwork and speed up turnaround.
- Implemented full version history in the document upload and approval application, safeguarding critical data and providing underwriters with comprehensive historical context for solar system approvals.
- Integrated @-tagging into the internal operations platform, retaining critical contextual information and improving real-time collaboration throughout complex, long-running processes.

BIOCOM CALIFORNIA | San Diego, CA

3/2021-11/2023

Senior Software Engineer | Lead UI/UX Designer

- Pursued opportunity to direct technical operations for an international nonprofit, managing full-stack web development projects with oversight and final approval of all technical decision making.
- Was responsible for full-scope project management, leading third-party contractors and WordPress developers as well as offshore Salesforce development teams to execute all aspects of digital asset design and implementation.
- Built web tools to streamline workflows across Marketing, Public Policy, and Workforce Development. Liaised with key internal stakeholders to gather project requirements and provided status updates, translating highly technical concepts into layman's terms to facilitate effective communication.
- Championed design and modernization of user interfaces (UI) across proprietary systems and applications, enriched user experience (UX) and drove member engagement by incorporating new features to improve community sites.

Select Achievements:

- Appointed to oversee team building and recruitment for in-house development team, including one Senior Software Developer and one Quality Assurance Coordinator, to be supervised as direct reports.

- Designed and implemented a scalable headless WordPress architecture to consolidate 10+ web properties under a single domain resulting in a 35% increase in organic traffic, and improved SEO performance across all pages.
- Built a full-stack event management platform and custom plugins for registration and membership management—integrating Salesforce and Stripe to support 250+ annual events and 6,600+ attendees, while streamlining onboarding and improving retention for 1,400+ member companies.
- Spearheaded standardization of internal policies and procedures amid rapid organizational expansion, proactively gathering feedback to record proper process for service ticket response, new feature testing, and quality assurance cutting average ticket resolution time by 30%, reducing test cycle delays.

MEDIAAMP, INC. | Seattle, WA

10/2015-3/2021

Senior Frontend Engineer | Lead UI/UX Designer

- Recruited by company Co-Founders to support startup company through initial development and GTM launch of cloud-based media storage system designed to improve security and accessibility of data for educational institutions.
- Directed end-to-end technical design and frontend engineering for Modalis UI, enabling convenient client access to stored media assets as well as administrative tools to monitor hardware and systems included in software stack.
- Drove continuous process improvement through development and implementation of new product features designed to enhance UX, such as user profiles, media sharing, comments, and video chats.

Select Achievements:

- Advanced market viability and sustainability of proprietary applications by modernizing code base during transition from AngularJS to Angular 7.
- Developed and deployed new embedded quiz feature for uploaded videos, providing educators with user-friendly instructional resources and analytical tools to increase visibility of added value.
- Played key role in driving accessibility by designing automated video transcription tool powered by Azure; built streamlined UI for end-users to review and edit captions, ensuring complete accuracy.

UNIVERSITY OF WASHINGTON | Seattle, WA

7/2012 - 10/2015

Senior UI/UX Designer | Frontend Developer

- Promoted to senior role following five years of prior success executing web development projects and IT initiatives across proprietary media channels. Proposed and implemented roadmap for digital brand strategy, securing leadership buy-in by presenting custom UX wireframes, UI mockups, and storyboards for stakeholder review.
- Built responsive websites and applications, continually integrating new front-end features to enhance UX and drive cross-browser compatibility. Ensured accessibility of all web properties in compliance with WCAG standards and Section 508 legislation.

Select Achievements:

- Established brand reputation for innovation and leadership in online education by pioneering design and deployment of Drupal video portal for Nursing department, facilitating integration of advanced distance learning tools.
- Developed user-oriented front-end design strategy that modernized UI of all digital assets, fostering positive UX to bolster session duration and promote stakeholder engagement as well as customer satisfaction.
- Designed monthly e-newsletters for subscribers of proprietary UWTV and ResearchChannel brands; achieved 500% increase in subscriptions within six months of program implementation.

TECHNICAL SKILLS

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- **Frontend & Languages:** JavaScript, TypeScript, React, Angular 7+, Next.js, HTML5, CSS3, SCSS, Tailwind CSS, Bootstrap, Material UI, Node.js, Apollo, GraphQL, PHP, MySQL, REST APIs
 - **Platforms & Tooling:** Azure, Google Cloud, Firebase, Docker, Vite, Webpack, npm, Git, GitHub, Bitbucket, Jira, Google Analytics 4 (GA4), Google Tag Manager (GTM)
 - **Design & Collaboration:** Figma, Adobe Creative Cloud, Balsamiq, Storybook, Hotjar, Microsoft Office

EDUCATION

MICHIGAN STATE UNIVERSITY | East Lansing, MI

Bachelor of Arts, Psychology

NEW ENGLAND INSTITUTE OF ART | Brookline, MA

Associate of Science, Interactive Media Design