

Melissa Rowlands

✉ melrowlands3@gmail.com 🌐 melrowlands.com 🔗 linkedin.com/in/melissa-rowlands/

PROFESSIONAL EXPERIENCE

SKIIFY - DENVER, CO (DECEMBER 2022 - PRESENT)

SOFTWARE ENGINEER LEAD

- Architected and implemented a latency reduction strategy by analyzing frontend and backend performance, achieving an over 50% decrease in upfront latency for a critical checkout product and significantly improving conversion rates.
- Designed and led frontend architecture for key features like automatic credit card linking by partnering with design and external issuers to create an intuitive, high-converting user experience, resulting in a 15% increase in shopper reach.
- Drove the migration from NextJS Page Router to App Router to improve maintainability, performance, and developer experience. Conducted latency and page load analysis, identifying and implementing optimizations to further reduce load times and enhance UX.
- Demonstrated Skipify's fingerprint-enabled recognition system in an external webinar, explaining technical architecture, fraud mitigation strategies, and transformative effects on returning user flow.
- Led a team of 9 engineers, including 5 direct reports, tracked velocity to enhance performance, and ensured timely and quality feature delivery through collaboration with product, design, and other cross-functional teams.

GOCART - FIS - DENVER, CO (MAY 2021 - DECEMBER 2022)

SENIOR SOFTWARE ENGINEER

- Designed and launched a scalable, web-based payments platform, collaborating with product, design, and backend teams to ensure a seamless user experience.
- Mentored and onboarded junior engineers, providing guidance on frontend best practices and system architecture, and facilitating their integration into the team and technology stack.
- Conducted technical interviews and contributed to hiring efforts, supporting team expansion while fostering a strong engineering culture.

UNISYS - BLUE BELL PA (JUNE 2017 - MAY 2021)

SOFTWARE ENGINEER & INNOVATION LEAD

- Developed a web-based network security UI, implementing SCRUM and agile methodologies as a full-stack developer and provisional SCRUM Master.
- Designed and implemented a REST API interface for a network security UI, establishing best practice standards for API development across the organization.
- Drove global innovation initiatives, supporting the company's innovation practice by facilitating cross-functional innovation campaigns with executive sponsors.
- Won a company-wide hackathon and led the proposal for a workforce management solution, driving it from concept to pilot recommendation. Served as project manager, developing and presenting a pilot program and financial plan to the C-suite for consideration.

SKILLS & TECHNOLOGIES

Programming Languages: Javascript, Typescript, HTML, CSS/SCSS, Go, Python

Frameworks & Libraries: ReactJs, NextJS, Zustand, MUI, Tailwind, Redux, MobX, Electron

Infrastructure & DevOps: Terraform/Terragrunt, CI/CD (CircleCI, Jenkins), ViteJs, Google Cloud Provider

Tools & Platforms: NodeJS, NPM, Git, JIRA

EDUCATION

BACHELOR OF SCIENCE - COMPUTER SCIENCE

UNIVERSITY OF DELAWARE - NEWARK, DE