Samuel Lawerence
Lead/Senior Frontend Engineer

👤 Profile

Senior Frontend/UI Engineer with 7 years of experience in modern frontend technologies. Proven leader in impactful projects, optimizing performance, knowledgeable in migrating tech stacks, and mentoring teams. Committed to superior front-end solutions and team development. Superpowered by Artificial Intelligence.

★ Highlights

- Hands-on experience with **Electron, ReactJS, Redux, Saga, RollupJS, Storybooks** and many more
- Created a **component library** with 30+ components which enormously increased developer productivity and code reuse
- Decoupled teams to function independently through MiFE (**Micro Frontend**) architecture which resulted in a 200% increase in productivity and releases
- Created the entire **Unit Testing framework** from scratch using Jest and RTL which resulted in a **massive** reduction in regression bugs also tried Vitest and Bun test
- Reduced the gap between design and dev teams by using the **Figma API** to create an **Asset Generator** which increased the design-to-development time by half
- Migrated **two** huge projects from CRA to **Vite + BunJS,** which improved build times by 10x and development time by 5x, this had a **huge impact** and was appreciated by all the higher-ups.
- Managed Junior Engineers, and handled code reviews, deployments, and release processes
- **Optimized** Plivo site speed (64 to 98), cutting deployment time **6x with Netlify**. Delivered **60fps animations** and connected large datasets via RestAPIs.

💼 Employment History

SDE 2 - UI at Plivo, Remote
December 2022 — Present

- Continued to be the core member of the Engineering Team
- Created a lot of impact and brought new ideas to the table and made sure that they were executed end to end.
- Took ownership and responsibility and made sure the loops were closed.

SDE 1 - UI at Plivo, Remote
April 2021 — December 2022

Was one of the core engineers during the creation of an omnichannel support center from inception. Owned and flawlessly executed significant features using **TDD and CDD** methodologies.

Get in Touch

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Projects and links

Personal Blog and Website
Cubic Portfolio
LinkedIn
GitHub
Codepen

Skills

Core - ReactJS, HTML5, CSS3, JavaScript, TypeScript, JSX

Frontend Frameworks - React, Jest, Vue, jQuery, JAMStack, ElectronJS

Backend - NodeJs, RestAPI, Express, Python, SQL

Data Visualization - Highcharts, D3, HTML Canvas

Devops - AWS s3, Cloudfront, Netlify, EC2, Redis, Jenkins, Docker, ECS, Heroku

AI - ChatGPT, Codeium, Ollama, Langchain, RAG, GenAI, Embeddings

Hobbies

Automating stuff, converting ideas to code, singing, playing piano, and producing music, writing blogs.

Terminal Lover - Neovim, Tmux, Lazygit, GoPass, Tgpt, also a shortcut addict

Senior Frontend Developer at Plivo, Bengaluru

December 2020 — March 2021

- Handled SEO and content management single-handedly with the use of **Jekyll** and **CloudCannon**
- Worked closely with the **Growth & Marketing** team and took **ownership** of the entire website and integrated analytics (GA, Heap, Hotjar) for growth

Frontend Developer at Plivo, Bengaluru

June 2019 — December 2020

Owned Plivo static site, support portal, and status page. Facilitated marketing team **migration to no-code platforms.** Sole team member, consistently reliable in deliverables.

Software Engineer - UI at Burning Glass Technologies, Salem

May 2017 — May 2019

Began as a C++ developer crafting **DLLs**, then transitioned to web development with a focus on **Highcharts** and **BigData** visualization. Gained expertise in CSS positioning and layouts, establishing a strong foundational skill set.

I've worked with **DurandalJS**, **KnockoutJS**, **jQuery** and **vanilla** Javascript, **ASP .NET**, **C#,** and **IIS** *(Good old days, Lot of memories!!)*

🎓 Education

Bachelor of Engineering (ECE), Dr. Mahalingam College of Engineering and Technology, Coimbatore

August 2013 — May 2017

Received the Best Outgoing Student Award and graduated with a **GPA of 8.7.** This college helped be lay the foundations of my programming skills.

👥 Internships

Software Engineer Intern at Burning Glass Technologies, Salem

December 2016 — March 2017

This internship helped me to understand what programming would look like in the software industry. This eased my transition from college into the industry.

★ Declaration

All the above mentioned are true to the best of my knowledge.