



# Samuel Lawrence

Lead/Senior Frontend Engineer

## 👤 Profile

Senior Frontend Engineer with 7 years of experience in modern frontend technologies. Proven leader in impactful projects, knowledgeable in migrating tech stacks, and mentoring teams.

## 📁 Employment History

### SDE 2 - UI at Plivo, Remote (Bengaluru)

December 2022 — Present

- Engineered multi-channel CX apps leveraging Voice, SMS, WhatsApp, and AI technologies; streamlined customer communication processes, resulting in a 30% reduction in response times and a 20% increase in customer satisfaction.
- Created a component library with **30+ reusable components** which enormously increased developer productivity and code reuse (**2k downloads per week**).
- **Architected** a project from scratch and took it to completion in 2 months.
  - Took charge of finalizing the folder structure and proposed a cutting-edge tech stack which resulted 80% increase in Developer productivity.
  - Went with React-query, Zustand, Immer, Shadcn UI, Zod, Axios, tailwind.
- **Led the adoption of Monorepos** by combining **11 repositories** into a fully functional and interdependent Monorepo.
- **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 appreciated by all the higher-ups.
- Received the Award of Excellence **thrice** for **commitment & reliability** starting from planning up to execution.
- **Decoupled teams** through MiFE (Micro Frontend) architecture which facilitated us ship **1200 more stories** last year collectively.
- **Managed and mentored** 5 Junior Engineers - managed code reviews, deployments, and release processes.
- Spearheaded a culture shift in project execution mindset by challenging team members with the belief that '**Nothing is impossible**' and fostering a '**Simpler Way**' approach, resulting in a 25% increase in project completion efficiency.

### SDE 1 - UI at Plivo, Remote (Bengaluru)

April 2021 — December 2022

- Proud to be one of the core Founding Engineers for the omnichannel customer support center - [Plivo CX](#).
- **Architected** a core feature that allows users to integrate with custom APIs like Shopify, **Freshdesk**, Zendesk, etc which became one of the important sales pitches for the product.

## Contact

Coimbatore

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## Projects and links

[Personal Blog and Website](#)

[JIRA commit helper](#)

[Quotes creator](#)

[rc-json-editor](#)

[GitHub](#)

[Codepen](#)

## Skills

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

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

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

## Interests

Automating stuff, converting ideas to code, writing tech blogs.

- Created the entire **Unit Testing framework** from scratch using Jest and RTL, resulting **90% reduction** in regression bugs. I have also tried Vitest and Bun test.
- Created a lot of **impact** brought new ideas to the table and made sure that they were executed end-to-end.
- **Enforced good coding practices** across the team via **Husky**, Lint-staged, StyleLint, and ESLint.

### Senior Frontend Developer at Plivo, Bengaluru

December 2020 — March 2021

- Administered SEO and content management single-handedly with the use of **Jekyll** and **CloudCannon**.
- Co-ordinated with the **Growth & Marketing** team and took **ownership** of the entire website and integrated analytics (GA, Heap, Hotjar) for growth.
- **Optimized** Plivo site speed (64 to 98), cutting deployment time **6x with Netlify**.
- Delivered **60fps animations** and connected large datasets via RestAPIs.

### 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, always reliable in deliverables.

### Software Engineer - UI at Burning Glass Technologies, Chennai

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.

Experience in **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 facilitated me to lay the foundations of my programming skills.

## 💼 Internships

### Software Engineer Intern at Burning Glass Technologies, Chennai

December 2016 — March 2017

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