**David Cotelessa** | Burbank CA 91502, USA

**Email:** david@cotelessa.com | **Phone (Mobile):** 1-323-839-0272

**LinkedIn:** https://www.linkedin.com/in/dcotelessa

- Extensive experience in multiple seed **startups**, with focus on 0-1 products, team collaboration and user excitability. My instinct to prioritize implementation while strategizing abstraction and performance ensure diverse teams are aligned with project goals and delivering timely results
- **Architected** and implemented **REST**ful **API**s using **Express.js** and **TypeScript** that facilitated seamless communication between the payment processor and various e-commerce platforms
- At Hixme, I **spearheaded** the development of an internal customer service management system using **Node.js, Express,** and **TypeScript,** implementing **RESTful APIs** that integrated with **PostgreSQL** and **Prisma**
- Over 10+ years of **frontend** and **fullstack** development, with a focus on **React**, **Typescript**, **HTML** and **CSS**

## *Work Experience*

**Hack for LA** | CivicTech Organization | Remote                                    3/2024 – 3/2025
*Volunteer Full Stack Engineer*

- Volunteered to open-source civic tech projects by identifying, documenting, and resolving 15+ **GitHub** issues on the Hack for LA website, implementing **JavaScript** improvements
- Developed custom **Google Apps Scripts** with **TypeScript** declarations to automate data processing workflows, reducing manual administrative tasks by approximately 30% for the organization

**Binkey** | Seed Financial/Healthcare Startup | Remote                               3/2023 – 3/2024
*Full Stack Engineer*

- Led the migration of payment processing logic from **WordPress/Woocommerce** (**PHP**) to a **Node.js/TypeScript** server-side architecture, enabling platform-agnostic integration with **Shopify** and **Magento**, resulting in a 10x increase in merchant client acquisition
- **Collaborated** in developing the 'Reimbursement' web application using **Next.js** and **TypeScript**, implementing responsive UI components with **React** and **Tailwind CSS** that improved user experience for submissions to healthcare to use FSA/HSA accounts
- Built the frontend of the 'Rewind' Chrome extension using **TypeScript** that automatically captured and processed receipts, reducing manual entry time by approximately 75% and increasing customer engagement
- Implemented comprehensive end-to-end testing using **Docker** and **Playwright**, achieving 90%+ test coverage for critical payment flows and reducing production bugs. **Datadog** was also used for analytics.
- Utilized **AWS** services (**Lambda, DynamoDB, RDS**) with infrastructure as code through **Terraform** to create scalable and maintainable cloud infrastructure

**Honey** | Series C SaaS Startup acquired by PayPal | Los Angeles, CA | Software Engineer        2/2019 – 1/2023
*Software Engineer I*

- On the Honey mobile iOS app, I was responsible for testing reliability to improve performance by 20%
- As part of the **Chrome extension** team tasked with improving reach and scope of the product, I implemented accessibility and localization features to increase user engagement across 30,000 online merchants.

*Software Engineer II*

- To improve performance as customer base grew, I was integral to improving performance across the state management logic (**Redux Toolkit** was implemented) within **React** components and fetching user, store and product data using **GraphQL** across both the Honey extension and website, which resulted in increased customer interaction to 17 million monthly active users and reduced churn across the extension and website.
- To drive improvements in user engagement, I determined code improvements and optimization through **DataDog** as well as custom internal analytics tools and A/B testing across teams, resulting in a more unified and streamlined user interface across all tools

*Software Engineer III*
- In order to provide more product data for customers, I refactored the templates of the Honey's 'Explore' webpages to deep-link from and to the **Chrome extension**, resulting in deeper dives into product data

**Hixme** | Series B Insuretech Startup | Agoura Hills, CA | Software Engineer          **5/2017 – 2/2019**
- Developed the intuitive UI for a streamlined healthcare enrollment platform using **React**, and **TypeScript** to simplify complex healthcare options, resulting in a 40% reduction in enrollment abandonment rates
- Designed and implemented responsive, accessible (**WCAG**-compliant) form components with **TypeScript** type validation that guided users through personalized healthcare plan recommendations, increasing conversion rates by 25% and reducing selection errors by 35%
- Built comprehensive logging and status tracking features for the customer service tool that reduced complaint resolution time by 45% and improved overall customer satisfaction scores by 28%
- Implemented automated testing with **Jest** and **Cypress**, achieving 85% test coverage and reducing regression issues by 60%

**MXM** | Digital Marketing Agency | Los Angeles, CA          **9/2015 – 10/2016**
*Full Stack Developer*
- Developed high-performance, location-aware components for Ford.com using **Angular2** and **TypeScript**, implementing geolocation services that increased qualified leads by 35% and improved conversion rates
- Collaborated directly with Ford's design team to transform high-fidelity mockups into responsive, accessible (**A11y**-compliant) UI components, ensuring pixel-perfect implementation across all device types
- Created robust data tracking modules using TypeScript that captured user behavior metrics, enabling targeted marketing efforts that improved sales funnel performance by 32%
- Implemented internationalization (**i18n**) features using TypeScript to match Ford's digital markets, supporting multiple languages and regional content delivery

---

## Other Work Experience

**iCrossing** | Digital Marketing Agency | Santa Monica, CA          **4/2015 – 8/2015**
*UI Engineer*
Developed dynamic weekly advertisement components for Toyota.com using **JavaScript, Backbone.js,** and responsive design techniques, implementing purchase funnel optimization increasing clickthrough rates by 25%.

**72andSunny** | Creative Advertising Agency | Los Angeles, CA          **4/2014 – 3/2015**
*Frontend Developer*
Created interactive campaign elements for major brands including Google, Starbucks, and Target, transforming design into production-ready frontend campaigns with cross-browser compatibility and optimized performance.

**Heavenspot** | Digital Creative Agency | Glendale, CA          **11/2013 – 3/2014**
*Frontend Developer*
Built responsive templates and interactive advertisements for Netflix, Warner Bros. (CW), and NBC/Universal, implementing cross-platform campaigns that promoted brand consistency across social media environments.

**Tequila** | Diversified Agency Services (DAS) Agency | Los Angeles, CA          **3/2004 – 10/2013**
*Interactive Developer*
Longtime collaborator on frontend development for prestigious clients including Apple, Nissan, PlayStation, and Pepsi, specializing in cutting-edge interactive advertising campaigns, immersive website takeovers, and experimental digital experiences that consistently exceeded engagement benchmarks.

---

## Education

**University of California, Irvine**          *Degree*: Bachelor of Arts | *Major:* Studio Art | *Minor:* Computer Science