

VINCENT NALUPTA

Lead UX Engineer

<https://snailbit.es>

Summary

Award winning performance and usability specialist. Excellent communicator with a proven record of bringing teams together. Able to ideate, design and execute large projects at scale with minimal supervision.

Work Highlights **GrubHub Inc., New York, NY**

Team Lead, February 2018 - Present

Engineering Manager and Initiative lead for the Web Platform squad. Current projects include:

- Rebuilding consumer application in Next.js
- Converting application from Preact to React
- Working with Design Org to evolve Diner web entire UI/UX

Historically, I have been responsible for optimal CSS delivery and architecture. Hyper-focused on paint and load times, performance bottlenecks, and optimal asset delivery. I also provide assistance to all Front End Engineers on CSS and any of our three areas of responsibility: Design Systems, Accessibility. In lieu of product support, I directly managed our product backlog and roadmap.

Senior Front-End Engineer, March 2015 - February 2018

Creator and owner of the Grubhub Design System, often sitting at the intersection of Design, Product, and Engineering. Consistently shipped features that were among the highest grossing on the web team.

Pattern Library Highlights:

- Generated \$1MM+ in annual profit from a single AB test that measured the effectiveness of different colored buttons on customer conversion.
- Led a team of three developers to reduce CSS file size by > 100KB, resulting in increase perceived and actual performance
- Set milestones, OKRs and JIRA tickets to organize work for engineers and provide status and transparency to stakeholders.
- Helped achieve brand consistency and rapid development across several web apps and brands by packaging the Pattern Library as a consumable open source project.

J.Crew, New York, NY

Front End Engineer, June 2012 – March 2015

Creative front end engineer for the Madewell brand, and the two highest grossing scrum teams for J.Crew.

- Developed CSS and javascript animations, interfaced with backend to set API contract, and developed OO javascript in the revealing module pattern for Product Detail Page and Sale portal
- Worked closely with design as front end lead for Madewell's Holiday Gift Guide portal.

- Worked hand in hand with business to prepare hundreds of pages for translation into French on an extremely tight timeline for Paris store grand opening
- Introduced current technologies like Sass and Mac/Linux development to the team

Noble Desktop, New York, NY

Web Development Teacher, September 2014 - February 2015

Taught advanced CSS to continuing education students.

Look North Inc., Montclair, NJ

Front End Web Developer, December 2010 - April 2012

- True hybrid designer-developer, spent 50% of time wireframing and designing for clients
- Created some of the web's earliest responsive sites, eventually earning recognition from CommArts magazine.

Seton Hall University, South Orange, NJ

Web Developer, December 2007 - November 2010

- Administered, designed, and developed for the 100+ blogs of the University's WordPress MU platform.
- Designed and developed full stack applications in LAMP stack

Speaking, Writing & Awards

2018 Grubhub Dagathon, 2nd place

Developed the second highest grossing experiment for 2017

2017 CSS Dev Conference, Best Of Speaker

Selected by peers as one of six speakers to receive a *Best Of* award.

<https://speakerdeck.com/snailbites/patterns-language-and-the-tale-of-the-million-dollar-button>

2017 Grubhub Blog, How User Testing Refines Our Pattern Library Development

<https://bytes.grubhub.com/how-user-testing-refines-our-pattern-library-development-e61323aeaaf6>

2016 CSS Dev Conference, Speaker

<https://speakerdeck.com/snailbites/konmaricss>

2013 & 2014 J.Crew Hackathon, 1st Place

2011 CommArts Web Pick of the Day

Received this award for building one of the earliest responsive web portfolios for renowned illustrator, Timothy Goodman.

<http://www.commart.com/web-sites/timothy-goodman.html>

Education

University of Maryland, College Park, MD

B.S. Computer Science, Concentration in Business Management