

TARA FENTON

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SOFTWARE ENGINEER

Forward-thinking technology professional with over 20 years of broad expertise collaborating with cross-functional internal and external clients to drive innovative solutions for website and application development.

WORK EXPERIENCE

ESTEE LAUDER

10/2021 – 03/2025

FRONTEND DEVELOPER

- Optimized Virtual Try-On feature for multiple brands, participated in scrum ceremonies and PI planning to determine the scope of new features and estimate level of effort.
- Developed and implemented user experience improvements through cross-functional collaboration, significantly reducing user drop-off rates and enhancing overall site usability and accessibility.
- Streamlined application deployment workflows, wrote tech specs and documentation, resulting in an increase in deployment speed and improved team collaboration.
- Transitioned tech stack to Javascript and Elixir for the modernization effort of 200+ websites for over 25 luxury brands, launching new brands such as Darphin France and Tom Ford Beauty, while maintaining Estee Lauder, Clinique and Mac.

VICE MEDIA GROUP – REFINERY29

12/2020 – 10/2021

SENIOR SOFTWARE ENGINEER

- Full stack development within Refinery29 tech stack and integration with Vice frontend team to enhance features throughout both sites.
- Collaborated with product team to add monetization features throughout Refinery29 website to increase affiliate profits.
- Lead developer role in the launch of Refinery29 for Australia edition, including refreshing the homepage look on all mobile editions.

GENERAL ASSEMBLY

08/2020 – 12/2020

SOFTWARE ENGINEER – LOCAL LEAD INSTRUCTOR

- Prepared and delivered custom lessons for the Connected Classroom Software Engineer Immersive remote course.
- Supported squads of students during project week with planning, writing code and debugging full stack applications.
- Focused on creative solutions to customize lessons according to student survey feedback and overall comprehension.

OVERTIME

04/2019 – 03/2020

WEB DEVELOPER

- Developed full stack applications using Node and React that solved technical problems to support internal tools.
- Constructed an AWS microservices solution for syncing data from the YouTube platform into a PostgreSQL database with custom REST API endpoints consumed by company's public website.
- Paired with tech team member to create an applicant form and admin tool to streamline the process of recruitment for the game coverage team.
- Optimized code performance and reusability; used test driven development and test automation deployment.

**GENERAL ASSEMBLY
INSTRUCTIONAL ASSOCIATE**

08/2018 – 04/2019

- Prepared and delivered lessons on the fundamentals of web development.
- Supported students with planning, writing code and debugging full stack applications.
- Provided constructive feedback to mentor students in their rapid development of technical skills.

**MULTIMEDIA PLUS
APPLICATION DEVELOPER**

03/2014 – 08/2016

- Created custom iPad and PC applications for high-end clients' employee training sales team. Served as lead developer for Victoria's Secret, Brooks Brothers and Bath & Body Works.
- Contributed to company's WordPress website using HTML, CSS and Javascript.
- Worked with designer to achieve pixel-perfect designs and worked with project manager to accurately estimate time to execute targeted deadlines.
- Constructed sales floor to executive-level training for high-end retail team and debugged applications with tech team from distribution to user flow.

**MARVEL ENTERTAINMENT
WEB/FLASH DEVELOPER**

10/2007 – 04/2013

- Created flash applications throughout Marvel site using AS3.
- Animated layout designs for Marvel Kids navigation and log-in.
- Created custom API to deliver video ads for games on Marvel and Marvel Kids.
- Supported relaunch of Marvel.com using Zend coded in PHP, HTML, CSS and JS.
- Contributed to CMS using in CakePHP.
- Converted AS2 digital comics reader to AS3 3.0 version using OOP, while supporting previous version of digital comics reader in AS2.
- Supervised interns, provided knowledge and individual mentoring as needed.

EDUCATION

BS Interactive Media Design
Art Institute of Fort Lauderdale

Fort Lauderdale

SKILLS

FRONTEND LANGUAGES: JavaScript, HTML, CSS

FRONTEND FRAMEWORKS: React, jQuery, Angular, D3

BACKEND LANGUAGES: Node, PostgreSQL, SQL, PHP, Elixir

BACKEND FRAMEWORKS: Nextjs, Express, Sequelize

MICROSERVICES: Docker, AWS

TESTING: Chai, Mocha

SOFTWARE: Figma, Photoshop, Illustrator