

Marlisa Odokara

Software Engineer - Frontend

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Software Engineer with 4+ years of experience architecting high-performance web applications for enterprise platforms and global brands. Specialized in the React/Next.js and TypeScript ecosystems, with a proven track record of optimizing data orchestration layers, managing high technical ambiguity, and delivering accessible, compliant user interfaces.

PROFESSIONAL EXPERIENCE

Frontend Developer
Cheil North America | Plano, TX

Dec 2024 - Present

- Engineered high-performance web/mobile apps for Samsung North America and global brands, translating complex, fast-moving creative concepts into production-ready interfaces.
- Designed a real-time data dashboard using TanStack (React Query/Table) for live campaign analytics, optimizing client-side caching and stakeholder business visibility.
- Developed a state-heavy influencer reward platform, engineering complex point-tracking and programmatic redemption workflows that drove a 40% increase in creator engagement.
- Built and deployed internal admin automation tools using AI-assisted workflows, eliminating operational bottlenecks and scaling team velocity.
- Designed and maintained a scalable modular component library with React, Next.js, and TypeScript, slashing cross-functional development time by 25%.
- Integrated complex GraphQL schemas via AWS Amplify, implementing efficient data-fetching strategies to ensure strict data consistency across platforms.
- Executed frontend performance overhauls using lazy loading and advanced caching, cutting page load times by 45% and elevating Lighthouse scores to a consistent 95+.
- Served as technical anchor across cross-functional gaps, auditing Figma designs for feasibility and defining application logic on tight timelines to prevent scope creep.

Software Engineer
Capital One Financial Corporation | Plano, TX

Feb 2022 - Oct 2024

- Engineered high-concurrency, responsive user interfaces using React and Angular for customer-facing financial applications serving 50M+ users, ensuring 100% adherence to strict WCAG 2.1 AA accessibility and financial compliance standards.
- Architected interactive financial intelligence dashboards using D3.js and Chart.js, implementing performant client-side data manipulation to render real-time customer spending patterns and predictive insights.
- Spearheaded a robust automated testing architecture using Jest and React Testing Library; achieved 85% code coverage across legacy and modern codebases, dropping production regressions by 35%.
- Optimized microservice API orchestration through client-side request batching and data-caching mechanisms, cutting network payload latency by 30%.
- Managed AWS cloud infrastructure (S3, CloudFront, Lambda) and implemented proactive monitoring dashboards, slicing production incident response times (MTTR) by 40%.

Freelance Web Developer
Austin, TX

Aug 2020 – Jan 2022

- Architected, deployed, and managed custom e-commerce applications for 15+ clients using Shopify, WordPress, and custom headless stacks; optimized search visibility and performance metrics to drive a 42% average increase in client revenue.
- Redesigned outdated websites through comprehensive UX audits, streamlining checkout flows and improving product filtering, reducing bounce rates by an average of 38%.
- Conducted usability testing sessions with 50+ end users to identify pain points and validate design improvements before implementation.

Engineman / Diesel Readiness Engineer
United States Navy | San Diego, CA

Jun 2010 – May 2016

- Led a high-accountability team of 26 personnel responsible for maintaining, troubleshooting, and testing critical shipboard propulsion and power generation systems under tight pre-deployment windows.
- Awarded two Navy Achievement Medals (NAM) for exceptional leadership, operational readiness, and technical execution under high-pressure conditions.

PROJECTS

Signal Desk: Full-stack bug tracking system featuring an administrative dashboard, custom inline editing with race-condition/conflict detection, public submission funnels, and optimized data filtering.

Gridwatch: Real-time infrastructure monitoring dashboard tracking uptime, alerts, and system health across distributed services, with live data visualization and an evolving feature set.

Climora: AI: Solo-built voice AI receptionist for HVAC businesses, orchestrating Vapi, Twilio, Supabase, and the Claude API into an end-to-end call-to-booking pipeline; designed an automated test harness that scores live-call transcripts against success criteria to validate a non-deterministic system at scale.

SKILLS

Front-End: JavaScript, TypeScript, React, Next.js, HTML5, CSS3, Tailwind CSS, GSAP, Three.js, WebGL, TanStack, Chart.js, D3.js

Back-End & APIs: Node.js, Express.js, GraphQL, REST APIs, Supabase, Twilio

AI & Emerging Tech: LLM Integration, Prompt Engineering, Voice AI, Vapi, ElevenLabs

Infrastructure & DevOps: AWS (Amplify, S3, CloudFront, Lambda), Google Cloud, Docker, Jenkins, CI/CD, Grafana, Datadog, Splunk

Data & Testing: PostgreSQL, MySQL, MongoDB, Jest, React Testing Library

EDUCATION AND CERTIFICATIONS

St. Edward's University - Austin, TX

Aug 2018 - May 2021

Bill Munday School of Business

Bachelor of Business Administration (BBA), Major in Digital Media Management

Certificates

AWS Certified Solutions Architect Associate - Amazon Web Services (AWS) - Issued Sep 2023