

Marlisa Odokara

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Software Engineer - Frontend

Software Engineer - Frontend with 4+ years building high performing web applications for enterprise and consumer brands. Specialized in React/Next.js ecosystems with focus on animation-rich experiences, performance optimization, and cross-functional collaboration. Track record of transforming complex requirements into polished, accessible interfaces.

PROFESSIONAL EXPERIENCE

Frontend Developer
Cheil North America | Plano, TX

Dec 2024 - Present

- Engineered responsive, high-impact web and mobile experiences for Samsung North America and other global brands, turning complex creative concepts into performant interfaces.
- Built visual analytics dashboard using TanStack (React Query, Table) to monitor campaign performance metrics and user engagement data in real-time, improving stakeholder visibility into marketing ROI.
- Developed gamified task and reward management platform for influencer network, implementing point tracking, achievement badges, and redemption workflows that increased creator participation by 40%.
- Leveraged AI-assisted tooling to streamline internal admin workflows, reducing manual review effort and improving operational efficiency.
- Architected and maintained a modular component library with React, Next.js, and TypeScript, establishing design system patterns that reduced feature development time by 25%.
- Integrated and consumed GraphQL APIs via AWS Amplify, improving data consistency across admin and user-facing experiences while accelerating feature delivery.
- Optimized frontend performance through lazy loading, code splitting, and intelligent caching strategies, improving Lighthouse scores from 65 to 95+ and reducing load times by 45%.
- Partnered with designers, producers, and account teams to refine user flows and maintain accessibility standards across all digital products.

Software Engineer
Capital One Financial Corporation | Plano, TX

Feb 2022 - Oct 2024

- Translated Figma designs and product requirements into production-ready React and Angular components for customer-facing financial applications, serving 50M+ users while maintaining 100% WCAG 2.1 AA accessibility compliance.
- Developed data visualization features using Chart.js and D3.js, enabling customers to track spending patterns and financial insights with interactive dashboards.
- Implemented comprehensive testing strategy with 85% code coverage using Jest and React Testing Library, reducing production bugs by 35% and improving deployment confidence.
- Optimized API data flow through strategic caching and request batching, reducing response times by 30%.
- Maintained AWS cloud infrastructure including S3, CloudFront, and Lambda functions, implementing monitoring solutions that reduced incident response time by 40%.

Freelance Web Developer
Austin, TX

Aug 2020 – Jan 2022

- Designed and launched SEO-optimized e-commerce websites for 15+ small businesses using Shopify, WordPress, and Webflow, increasing average client revenue by 42% within 6 months.
- 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 team of 26 personnel responsible for maintaining and testing four diesel engines, and five generators ensuring the ship passed its pre-deployment certification.
- Awarded two Navy Achievement Medals (NAM) during my time in the Navy for exceptional performance.

PROJECTS

Signal Desk: Full-stack bug tracking app with public submission form and admin dashboard. Includes search, filtering, pagination, and inline editing with conflict detection.

Unanswered ROI: Free interactive calculator for service businesses to quantify revenue lost to missed calls. Built with Vanilla JS and Chart.js, powered by industry benchmark data.

Select My Stack: A guided recommendation engine that matches service businesses to the right software tools. Powered by AI to personalize results based on business type, size, and budget.

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

Data & Databases PostgreSQL, MySQL, MongoDB

Testing 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