

# Liz Lee

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San Francisco, CA or Remote/Hybrid

## Summary

Staff Frontend Engineer with **14+ years** of experience designing and building scalable, high-performing web applications. Expertise in **Frontend Development** with a strong focus on **performance, system design, and UI/UX optimization**. Proven ability to lead major engineering initiatives, solve complex technical challenges, and drive innovation in cross-functional teams. Passionate about **user interface development, scalable frontend systems, API design, and improving developer experience**.

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## Skills

- **Frontend:** JavaScript, TypeScript, React, Angular, Redux, Next.js, CSS/SASS, Unit Testing
  - **Backend:** Node.js, Express, GraphQL, REST APIs
  - **Tooling & Infrastructure:** Git, CI/CD (Jenkins, GitHub Actions), Docker, Kubernetes, Web Performance Optimization
  - **Leadership & Collaboration:** Team Management, Mentorship, Cross-Functional Communication, Agile/Scrum, Technical Roadmap Planning
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## Experience

### Crunchbase

#### Staff Frontend Engineer / Engineering Manager

June 2022 – February 2025 | Remote

- Led the project to build a new **Crunchbase.AI Homepage**
- Drove the **redesign of AI-Powered Advanced Search UX**, improving discoverability and engagement using GPT-4o LLM

- Developed **PayPal recurring payment integration**, expanding Crunchbase's subscription model beyond credit card payments
  - Architected and implemented growth features that **doubled WoW user registrations**
  - Piloted a **beta rollout program**, later adopted company-wide, to optimize feature testing and adoption
  - Mentored engineers, driving **code quality, system design best practices, and technical growth**
  - Partnered with **Product and Design teams** to shape roadmaps and balance technical feasibility with business goals
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## Winning Group

### Lead Frontend Engineer

*March 2019 – June 2022 | Sydney, Australia*

- Led frontend development and maintenance of a **scalable Angular monorepo** powering six eCommerce sites
  - Designed and developed **WUI (Winning User Interface)**, a reusable frontend component library, improving development efficiency and UI consistency across platforms
  - Trained **UX designers** in component-based design systems, fostering collaboration between design and engineering
  - Mentored **junior and mid-level engineers**, conducting code reviews and knowledge-sharing sessions
  - Interviewed and evaluated **frontend engineering candidates**, improving hiring processes and team growth
  - Key platforms: [appliancesonline.com.au](http://appliancesonline.com.au), [winningappliances.com.au](http://winningappliances.com.au)
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## Fandom (formerly Wikia)

### Lead Frontend Engineer / Engineering Manager

*2011 – 2019 | San Francisco, CA*

- Developed and maintained a **fully internationalized platform** serving **190M+ unique users per month**
- Led **frontend and full-stack development**, including maintaining and enhancing the **rich text editor**
- Spearheaded the **Frontend Coding Conventions initiative**, streamlining the codebase and establishing coding standards
- Managed a team of **6 full-stack engineers**, driving the development of multiple high-traffic products

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## Education

UC Santa Cruz – B.A. in History with a focus on Japan and Japanese Language

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## Awards & Recognition

### **Best Hack: Creative/Out of the Box – Wikia Hackathon**

2013 | *San Francisco, CA*

- Awarded for **Leap Motion Navigation** project
- Demo: [youtu.be/E60MNC58YxE](https://youtu.be/E60MNC58YxE)

### **JavaScript Teaching Assistant – Hack Reactor**

2016 | *San Francisco, CA*

### **HTML5 Dev Conf – Delivered a talk on Writing Clean Code**

2014 | *San Francisco, CA*