Laila Ali + frontend engr. + product desigr.

Austin, TX

As a versatile Frontend Engineer + Product Designer, I aspire to join a collaborative team where I can leverage my skills to develop impactful, accessible web solutions and mitigate end-user issues. With a seamless workflow from concept to wireframe, prototype, and production, I excel in tackling new challenges and delivering exceptional results.

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career

Sep 2023 – present

Founder + Product Designer + Software Engineer
Animal Care Connect
ACC is a non-profit revolutionary platform designed to transform the landscape of animal welfare.

- Leading all aspects of the project including user research, product design, and full-stack development.
- Designing and developing an intuitive interface & features for organization profiles, volunteer management, and resource allocation.
- Creating an innovative organization finder based on location and specialization.

Sep 2023 – present

Frontend Engineer + Product Designer
Toptal – Remote
Network of professionals specializing in software development and design

- Accelerated frontend development for multiple client projects, significantly improving delivery timelines and client satisfaction.
- Designed and implemented user-friendly, secure, and responsive interfaces using React and TypeScript, enhancing user experience and driving adoption of productivity application.
- Leveraged Redux Toolkit to manage complex state and integrate with backend services, optimizing data flow and ensuring application scalability.

Sep 2022 – Sep 2023

Software Engineer + Product Designer
Athena Advisory – Remote
Fintech startup specializing in tailored financial advice for professionals

- Led the product design and co-led the frontend development for an automated financial advisory platform, serving 80,000+ users within 4 months of MVP launch.
- Implemented critical features including automated retirement asset allocation, personalized mortgage calculator, and tailored financial advice engine.
- Boosted scalability and maintainability via documentation and architecture restructuring.

Jun 2021 – Sep 2022

Software Engineer + Product Designer
OpenLoop Health – Remote
Telehealth startup offering custom SaaS healthcare staffing solutions

- Engineered complex React components and user-friendly forms, enhancing the platform's usability and contributing to rapid user adoption, reaching 15,000 users within two months of MVP launch.
- Developed robust GraphQL data query algorithms with appropriate permissioning, ensuring secure and efficient data management.
- Created MongoDB migrations for database schema updates, supporting the platform's evolving data requirements.
- Implemented Storybook and initiated the development of a comprehensive design system, improving team collaboration and maintaining design consistency.
- Mentored junior developers and designers, fostering team growth while maintaining high standards of code quality and user experience.

abilities

Design
User Research
Information Architecture
Product Design
User Interface Design
User Interaction Design
Prototyping

Client Side Tech
Proficient in:
HTML
CSS/SCSS
Styled Components
React
Next JS
TypeScript
Redux Toolkit
TypeGraphQL

Competent in:

React Native
Angular
Apollo

Server Side Tech
REST API
Firebase
Mongo DB
Express

Development Tools
NPM / Yarn
GitHub / Bitbucket
Azure Dev Ops
Jira / Trello / Linear
Storybook
Docker
Prismic

Design Tools
Figma
Adobe Illustrator
Adobe Photoshop

Soft Skills
Communication
Empathy
Teamwork
Critical Thinking
Continuous Learning
Creativity

Laila Ali ...career

Feb 2019 – Jun 2021

Frontend Engineer + Product Designer
Brightly - Remote
Digital agency with a focus on UX and software development

- Engineered a comprehensive e-commerce platform for furniture dealers, resulting in a 25+% increase in client sales by streamlining product access, customization, and order management.
- Developed a robust team management solution that streamlines employee feedback and performance review processes, eliminating the need for annual reviews and thrilling the client with the MVP.
- Engineered critical frontend components and views using React, TypeScript and Angular.
- Constructed pragmatic and effective technical solutions based on research findings by collaborating with UX designers and developers to understand end-user requirements and formulate use cases.
- Enhanced user experience and accomplished web application objectives by designing and creating accessible, cross-browser and multi-platform applications in an agile work environment.

Feb 2018 – Feb 2019

Frontend Engineer + Product Designer
CerteDrive - Grand Rapids, MI
Specialized company streamlining and optimizing DOT medical certification process.

- Engineered the development of high-impact features for a custom SaaS product, leveraging Angular to enhance user experience and drive growth to 3000+ monthly active users.
- Developed robust, cross-platform web solutions, dramatically improving speed, accessibility, and compatibility across browsers.
- Pioneered comprehensive UX/UI solutions through rigorous user research, information architecture optimization, innovative interaction design, and high-fidelity prototyping, directly addressing user needs and business challenges.

2013 – Oct 2017

Contract UI/UX Designer
Atlantis Health System - Remote
Care delivery organization with a focus on creating networks of medical specialists nationwide

- Orchestrated end-to-end branding, user experience, and visual design strategies for a primary client and its network of 14+ partners, ensuring cohesive brand identity across all platforms.
- Conceptualized, designed, and launched 20+ bespoke WordPress marketing sites, tailoring each to specific client requirements and business objectives.
- Drove creative innovation by collaborating with copywriters to develop unique, integrated concepts that seamlessly blended traditional and cutting-edge strategies, aligning with overarching advertising and marketing goals.
- Streamlined project management by coordinating directly with clients and partners to define clear project scopes, establish interaction guidelines, and create efficient project timelines, ensuring on-time, on-budget delivery.

volunteer

Jul – Sep 2021

Code Nation
Organization that equips students in under-resourced high schools with the skills, experiences, and connections that together create access to careers in technology

Volunteer Instructor
Led instruction for a comprehensive beginner-level frontend development course, covering HTML, CSS, JavaScript, and jQuery, while integrating crucial soft skills training and industry insights to prepare students for real-world scenarios.

Feb – May 2021

TCCodes
Organization providing free workshops and events to area software developer professionals

Volunteer Instructor
Co-taught an advanced React TypeScript frontend development course, emphasizing human-centered design principles, UI component library creation, and practical application development, equipping students with cutting-edge skills for modern web engineering.

education

Bachelor of Arts
Harrington College of Design
Chicago, IL
Completion: 2007

Certificate of Completion
Grand Circus Bootcamp
Grand Rapids, MI
Oct. 2017 - Dec. 2017

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