

# Pamela Dayne Philip

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## Summary

I'm a frontend engineer who enjoys bringing designs to life through code and crafting thoughtful UI. Experienced with modern frontend technologies including TypeScript, React, NextJS, and TailwindCSS, with a strong foundation in HTML & CSS. I am interested in collaborating with teams to understand user behavior and discover which changes make the most impact through A/B testing.

## Experiences

### Senior Frontend Engineer

**ExpressVPN** | December 2021 - Present

Technical Development:

- Built and maintained production-grade UI components, dashboards, and application pages using TypeScript, TailwindCSS, and NextJS
- Developed customer-facing features and interactive components using ReactJS and TypeScript within the NextJS framework
- Used payment APIs to display subscription information and promotions, and managed feature flags with LaunchDarkly for controlled rollouts and A/B testing
- Contributed to web customer conversion experimentation team, developing and deploying A/B tests to optimize user experience and drive conversion improvements
- Supported in the migration from legacy website to NextJS TypeScript framework
- Maintained and updates of Frontend Team's technical documentation, ensuring knowledge accessibility across teams

Technical Leadership & Coordination:

- Acted as supporting project manager, creating well-documented tickets and ensuring alignment between developers for efficient task completion
- Researched and evaluated new tools and feature requests, providing follow-up insights and recommendations to stakeholders
- Enabled stakeholders through clear technical communication and comprehensive documentation
- Collaborated with cross-functional stakeholders including tech leads, product owners, designers, backend developers, DevOps engineers, and quality assurance teams
- Appointed as people manager since June 2025, supporting senior team members by helping unblock challenges and facilitating resources to find solutions
- Prepared thoughtful, structured performance reviews for direct reports, ensuring fair and comprehensive evaluations

### Digital Developer (Lead Frontend Developer)

**Hashmeta Pte Ltd** | February 2016 - November 2021

*Progressive growth from Junior Web Developer to Lead Frontend Developer*

Technical Development:

- Developed and maintained WordPress-based websites, plugins, and customized templates

- Created responsive landing pages and implemented custom themes
- Investigated and researched requested features, providing recommendations on implementation approaches
- Developed gamification features using HTML5 and CSS
- Operated social media advertising campaigns

#### Leadership & Team Coordination:

- Led frontend UI development for NextJS website projects
- Managed team members and interns across multiple development initiatives
- Conducted training sessions for clients on website operation and maintenance
- Delivered internal training on web responsive design principles

### Freelance Web Designer

**Sarawak State Sports Council** | October 2015 - December 2015

- Designed UI for SUKMA 2016 event website
- Introduced and implemented Material Design principles

### Intern Web Designer

**Vulcan Post** | February 2015

- Designed polling website interface and created comprehensive mockups

## Education

**Swinburne University of Technology Sarawak Campus** | February 2012 - July 2015

Bachelor's Degree in Computer Science (GPA: 3.37)

## Technical Skills

**Frontend Development:** HTML, CSS, JavaScript, TypeScript, Sass/Scss

**Frameworks & Libraries:** React, NextJS, TailwindCSS, Chakra UI

**Development Tools:** LaunchDarkly, Git, Figma, Adobe XD

**Development Practices:** A/B Testing, Unit Testing, Technical Documentation, Responsive Design

**Leadership Skills:** Documentation Management, Stakeholder Communication, Team Coordination, Training & Enablement

**Additional:** WordPress, PHP, Hugo, Markdown

## Key Strengths

- **Documentation Leadership:** Established and maintained comprehensive technical documentation systems
- **Cross-team Alignment:** Coordinated between developers to ensure efficient task completion
- **Stakeholder Enablement:** Translated technical concepts into actionable insights for non-technical audiences

## Interests

Reading/Movies (Fiction, Sci-Fi, Thriller) | Frontend Development | CSS/UI Development | User Experience Experimentation | Arts & Craft (drawing, digital art, crochet)

## Languages

- **English:** Full Professional Proficiency
- **Malay:** Native Speaker
- **Kadazan Dusun:** Native Speaker

*References available upon request*