

ASA E. CURRY

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PERSONAL STATEMENT:

Passionate about technology and the startup ecosystem, I bring a unique blend of experience in sales, marketing, and analytics to my role as a Front-End Developer. I thrive on creating scalable, innovative solutions and enjoy the challenge of building engaging web experiences. I specialize in modern web development, focusing on TypeScript, React, Redux, Tailwind CSS, and more.

EXPERIENCE:

GovPort, MA (remote)

Senior Software Engineer - Front End, Oct 2023 - Present

- **Architected and developed** the front end of an **API-driven SPA** using **React** and **TypeScript**, focusing on performance, scalability, and UX.
- **Collaborated on backend development** with **Python (Django/Django Rest Framework)** to ensure seamless integration between the front end and API services.
- Championed the use of **React Query**, **Context API**, and **Adobe React Aria** to enhance state management and accessibility.
- Delivered features across the stack as needed, driving development across **front-end and back-end** to meet tight startup timelines.

Definitive Healthcare, Framingham MA

UI Engineer II, Jan 2022 – Oct 2023

- **Led technical design and development** for transposing **hundreds of .NET pages to React**, driving the modernization of the ViewData platform.
- **Acted as a senior engineer** on a Scrum team, guiding front-end architecture decisions and ensuring smooth migration to modern technologies.
- **Implemented Redux and Redux Toolkit Query**, establishing scalable state management patterns and integrating **module federation** for micro-frontend architecture.
- Collaborated across teams to optimize performance and ensure seamless integration with **MySQL** and **Azure** environments.

Markforged, Watertown MA

Front End Developer, April 2019 – December 2021

- **Oversaw full-stack development** for the marketing site, utilizing **AWS**, **Craft CMS**, **Vue.js**, and **Marketo** to deliver seamless user experiences.
- **Collaborated with marketing leaders and stakeholders** to streamline content creation and publication workflows, enhancing overall efficiency.
- Led the adoption and integration of **GraphQL**, **Docker**, and **Tailwind CSS**, optimizing front-end performance and design consistency.
- Ensured code quality and maintainability by leveraging **TypeScript**, **Alpine.js**, and best practices in modern web development.

Notarize, Boston MA

Front End Developer, October 2018 – January 2019 (Company downsized)

- Developed and deployed custom, scalable microsites to support marketing initiatives.
- Leveraged HubSpot COS, Hubl (Jinja), and HubDB database tool to automate and standardize state-specific campaigns.
- Applied SEO and conversion best practices, to web pages, landing pages, and emails.

Cybereason, Boston MA

Front End Developer, September 2017 – October 2018

- Supported Cybereason's 25-30-person marketing team, managing the company's primary website as well as multiple microsites and individual campaign properties.
- Leveraged HubSpot COS, Hubl (Jinja), and HubDB database tool to produce scalable, easily maintained workflows and campaign tools.

FullFunnel, Boston MA

Front End Developer, January 2017 – September 2017

- Acted as principal project manager and sole developer on the creation of 4+ complete website redesigns, 30+ individual pages, and other ad hoc development projects for more than 24 clients.
- Quickly gained a mastery of the HubSpot COS development environment for new sites and enhanced and iterated on existing client sites in addition to work in Wordpress and Shopify.

Startup Institute, Boston MA

Web Design/Development Track, October 2016 – December 2016

- Selected to participate in an eight-week intensive program developing technical skills in front-end development. Coursework included HTML, CSS, design methodologies, and wireframing.
- Technical coursework in Javascript, JQuery, Ajax, SASS, Bootstrap.

IMS Health (Acquired Pursuit Solutions in February 2016), Boston MA

Marketing Manager, July 2015 – October 2016

- Managed and coordinated stakeholders across four business areas; multi-channel marketing, marketing automation, analytics, and social media/adverse event tracking.
- A variety of sales and marketing initiatives both internally and while managing vendors, including web content creation and optimization, thought leadership, and sales enablement.

Client Services Consultant – Customer Engagement, March 2013 – March 2016

- Supported VP-level stakeholders with internal SOPs and processes as the subject matter expert and sole owner of a major life sciences company's transparency tracking system.
- Provided on-site project management services including vendor management, UAT, SOP creation, and KPI evaluation for the client's Spend Management System while in its beta rollout.
- As part of an analytics team, executed complex multi-channel marketing analyses that entailed SQL data mining, advanced use of Excel, campaign performance analysis, and dashboard design.

EDUCATION:

Bates College, Lewiston, ME

- Bachelor of Arts, May 2010
- Asian Studies Major: Interdisciplinary study of the history, culture, and languages of Asia
- Economics minor