Laura Pelofske

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Versatile, highly adaptive software engineer, adept in ES6 JavaScript, Typescript, Testing Library, React, and various CSS methodologies. I can make any design shine in any framework. A creative at heart, I pursue work that provides opportunities for innovation while yielding practical results. Every detail counts when building accessible, quality software that is simple to maintain and simpler to use.

- Best-known for seamlessly translating visual designs to any framework
- Swiftly identify potential UI pitfalls
- Consistently provide alternative, creative solutions for complex applications across devices
- Recognized as a dependable resource and mentor in UI styling
- Prioritize continual process, documentation, and tracking improvements.

TECHNOLOGIES

Languages: JavaScript, Typescript, XHTML/HTML5, CSS, JSON, XML, Python
Frameworks/Libraries: React, GraphQL, React Testing Library, Jest, Next.js, Tailwind
Tools: Git, NodeJS, Adobe Creative Suite, JIRA, Docker, CursorAI, CoPilot

WORK EXPERIENCE

Senior Software Engineer
Adobe, Portland OR | October 2016 - June 2025 (location permanently closed)

Lead component library engineer at Marketo for an internal developer suite, rebuilding a legacy product using a modern framework. Following Adobe's acquisition of Marketo, my team pivoted our design decisions to develop a fully Spectrum-compliant (Adobe's web design framework) product suite. While this involved some high-stakes challenges, I worked carefully through stakeholder engagement and multiple technical redesigns and initiatives to blend Marketo seamlessly into the Adobe brand. This entailed both hard work from my dedicated team, and many hours of some of the most challenging work of my career.

- Run technical code, style, design, accessibility, and product knowledge meetings
- Champion user feedback/input to critically influence Marketo design decisions
- Write both unit and integrated tests throughout the development cycle to continually improve products
- Enforce typescript usage to avoid simple code errors and ensure code consistency
- Oversee time and resource estimates to provide budget analysis for future initiatives

Front End Developer
Thetus Corporation, Portland OR | June 2012 - October 2016

UI developer who oversees Thetus' data analysis application in its fourth iteration. This entails collaborating with the user experience and visual design team to implement UI, conducting market research to drive development focus, working within an Agile team to develop features, identify and fix bugs, review peer code, and refactor existing code.

- Initiated and led development for an easy-to-use style toolkit

- Expertise in SCSS/Compass and Sencha framework
- Audit application stylesheets, reducing SCSS-lint errors from ~10,000 to 0
- Lead marketing initiatives, including hiring a writer and overhauling marketing strategy documents
- Provide wire-framing support and technical assistance to design team
- Prototyped a mobile application that integrates with the primary application
- Wrote Cucumber-based automated tests for the UI

Website Developer

Self Employed, Portland OR | June 2005 - July 2012

Fluent in all aspects of website creation, from photography to API interaction/integration. Contracted for a number of small businesses ranging from restaurants to yarn shops to physical therapists. Responsible for providing high-quality design, development, and delivery of client websites. Work based entirely on referrals.

- Highly adaptive and able to quickly learn customers' pre-deployed applications (such as TurboGears, WordPress, X-Cart, and Plone) and content to be able to customize their web presence and vision.
- Provided initial and ongoing technical assistance for hosting management.
- Maintained websites and content updates/deployments.
- Worked in PHP, JavaScript, and Python.
- Met regularly with clients to ensure vision and content quality was met and maintained.

EDUCATION / PROFESSIONAL DEVELOPMENT / COMMUNITY INVOLVEMENT

BACHELOR OF ARTS | THE ART INSTITUTE OF PORTLAND | PORTLAND OR | Multimedia and Web Design | June 2005
PRODUCT MANAGEMENT STUDIO PROGRAM | UC BERKELEY EXECUTIVE EDUCATION | BERKELEY CA | April 2023
MILWAUKIE PARKS FOUNDATION | MILWAUKIE OR | BOARD MEMBER | May 2024 - Present