

Moses Umogbai

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PROFESSIONAL SUMMARY

Frontend Engineer operating at senior level with **6+ years** building high-traffic e-commerce experiences in **React and TypeScript** at **Canadian Tire Corporation**, one of Canada's largest retailers. Shipped revenue-driving features (personalized recommendations, SSO, price-drop alerts, homepage merchandising) generating **\$15M+** in transactions across **6 brands** and **40M+** monthly users. Strong in reusable component architecture, experimentation, and cross-team delivery, with hands-on Android and DevOps experience that brings an end-to-end view of how frontend code is shipped and run in production.

TECHNICAL SKILLS

Frontend: React, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3/SASS, Redux Toolkit, RTK Query, REST APIs

Testing & Quality: Vitest/Jest, React Testing Library, Storybook, Playwright, WCAG accessibility, Core Web Vitals / performance profiling, A/B testing

Tooling & Delivery: Webpack, Rollup, Lerna, Vite, Git, CI/CD (Jenkins, Bamboo), AI-assisted development (Copilot, Cursor)

Backend & Data: Node.js, Express.js, PostgreSQL, MySQL, MongoDB; also Java, Python, C#

Commerce & Platforms: Adobe Experience Manager, Shopify, WordPress, Gigya, Certona, Adobe Target, Salesforce Marketing Cloud

Cloud & DevOps: AWS, Azure, Docker, Kubernetes, Terraform, Ansible

PROFESSIONAL EXPERIENCE

Canadian Tire Corporation – Toronto, ON (*Frontend, Android and DevOps roles*)

Frontend Engineer (Acting Senior)

Oct 2020 – Present

- Led design and code reviews across **2 squads**, mentor **5 engineers**, and drive technical decisions with product, design and backend partners.
- Owned the **migration of the legacy recommendations system to Adobe Target**, delivering more relevant product flows and **an additional \$50K/month in revenue** with zero downtime and **reducing API response time by 41%**.
- Drove frontend integration of **Gigya Single Sign-On (SSO) across 6 major brands**, coordinating with **6 teams** (identity, backend, QA); improved **user retention** and **returning-user checkout conversion by 60%** over 2 years.
- Delivered the **Sales Alerts** price-drop notification feature end to end (React, TypeScript, RTK Query, Node.js, Hybris, Productsup), **increasing conversions by 25%** within 3 months of launch.
- Built the **Homepage First Impressions** feature showcasing weekly deals and promotions, driving **\$3M in incremental revenue**.
- Modernized the **Triangle loyalty platform frontend** (migration to React), streamlining checkout and transaction flows and **cutting feature delivery time by 30%** through shared components and testing standards.
- Architected and shipped a **reusable, TypeScript-based recommendations carousel** adopted by **5 teams/pages** and serving **40M+ monthly users**; **increased sales by 40%** and generated **\$10M+** in transactions.
- Improved **LCP by 32%** on the home page and raised unit test coverage from **73% to 80%** (Vitest, React Testing Library); built **accessible components** following WCAG 2.1 AA guidelines.

Android Mobile Developer

Feb 2020 – Sept 2020

- Redesigned the app home screen with personalized, data-driven content (**+20% engagement**) and built an in-store **wayfinding feature** that improved navigation accuracy by **35%** (Java).

DevOps Engineer

Jun 2019 – Jan 2020

- Automated OS patching across **100+ servers** (**+15% uptime**) and built targeted **New Relic dashboards** that cut log noise by **40%** and sped up issue resolution by **25%** (Python).

EDUCATION

University of Toronto – Toronto, ON | *Bachelor's in Computer Science*

Apr 2016

Seneca College – Toronto, ON | *Diploma in Information Technology*

Jun 2018