

Emily Clark

Web Developer

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Profile

Lead web developer with 14 years of experience running platform teams at health tech and consumer marketplace companies. Comfortable setting front-end architecture, hiring, and partnering with product on roadmaps.

Professional Experience

Lead Web Developer | Aurora Health Marketplace, Minneapolis, MN **2020 – Present**

- Lead a team of 9 web developers across the patient-facing booking platform and provider dashboards.
- Set the front-end architecture for the rewrite from AngularJS to Next.js, completed in 14 months with no extended outage.
- Cut average page load on the appointment search from 3.8s to 1.2s, contributing to a \$2.7M annual lift in completed bookings.
- Hired 6 developers in 2 years, with all 6 still on the team and 2 promoted to senior.
- Run quarterly architecture reviews with backend and data leads to keep API contracts stable.

Engineering Manager, Web | Lakeshore Goods Marketplace, St. Paul, MN **2017 – 2020**

- Managed 5 developers building the seller storefront tools serving 38,000 active merchants.
- Rolled out a design system in Storybook adopted by 4 product teams, reducing duplicate component work.
- Sponsored the move to module federation, letting teams deploy independently 4 to 5 times a week instead of weekly.
- Owned the front-end portion of SOC 2 Type II readiness, passed first audit with zero findings on web.
- Ran weekly 1:1s and built the career ladder used by the web org through 2022.

Senior Web Developer | Birchwood Insurance Tech, Madison, WI **2014 – 2017**

- Tech lead on the agent quoting tool, used to write about 1,100 policies a day across 3 states.
- Migrated the legacy ASP.NET front end to React, retiring around 60k lines of Razor templates.
- Set up the team's first end-to-end test suite in WebdriverIO, cutting regression cycle from 5 days to 1.
- Represented web in vendor selection for the new analytics platform.

Web Developer | Cobalt Studios Interactive, Madison, WI **2011 – 2014**

- Built campaign microsites and Facebook canvas apps for agency clients in CPG and higher ed.
- Shipped 30+ launches across PHP, Backbone, and early AngularJS.
- Trained 4 designers on basic Git and HTML so they could push copy edits without a dev ticket.

Education

B.S. in Computer Science, University of Wisconsin-Madison, 2011

Key Skills

- Front-end architecture (React, Next.js, TypeScript)
- Design systems and component libraries (Storybook)
- Web performance optimization (Core Web Vitals, Lighthouse)
- Module federation and micro-frontends
- API contract design and GraphQL
- CI/CD pipelines (GitHub Actions, CircleCI)
- End-to-end testing (WebdriverIO, Playwright)
- Engineering management and hiring
- Roadmap planning and cross-functional partnership
- Accessibility (WCAG 2.1) and SOC 2 compliance
- Mentorship and career laddering
- Technical strategy and architecture reviews