



Samuel Lawrence

Lead/Senior Frontend Engineer

👤 Profile

Senior Frontend/UI Engineer with 6+ years of immense wisdom in modern frontend technologies. Proven leader in impactful projects, optimizing performance, and mentoring teams. Committed to superior front-end solutions and team development.

📁 Employment History

SDE 2 - UI at Plivo Inc., Bengaluru

April 2021 — Present

- Hands-on experience with **Electron, ReactJS, Redux, Saga, RollupJS, and Storybooks**
- Engineered a **generic component library** to maintain consistent UI across all applications
- Reduced gap between design and dev teams by using the **Figma API** to create an **Asset Generator**
- **Optimized and refactored code** to reduce tech debt and improve performance, with a focus on CSS optimization
- Managed Junior Engineers, and handled code reviews, deployments, and release processes

Senior Frontend Developer at Plivo Inc., Bengaluru

June 2019 — March 2021

- Improved page speed of Plivo website from 64 to 98 by optimizing HTML and removing jQuery
- Moved deployment infra from S3 to Netlify, reducing build time 6x (20mins to 3mins)
- Integrated with analytics platforms (GA, Heap, Hotjar) to support growth team
- Achieved 60fps pixel-perfect animations as provided by the design team
- Connected and visualized large datasets from databases via RestAPIs

Software Engineer - Web/UI Development at Burning Glass Technologies, Salem

May 2017 — May 2019

This is my first job which helped me build a strong foundation on my basics. I started as a C++ developer developing DLLs. Then I moved to the web development team where I worked with Highcharts and visualized BigData. This gave me immense knowledge of **CSS Positioning and Layouts**.

Get in Touch

Coimbatore

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Projects and links

[Personal Blog and Website](#)

[Cubic Portfolio](#)

[LinkedIn](#)

[GitHub](#)

[Codepen](#)

Skills

Core - ReactJS, HTML5, CSS3, JavaScript, TypeScript, JSX

Frontend Frameworks - React, KnockoutJS, jQuery, JAMStack, ElectronJS

Backend - NodeJs, RestAPI, Express, Python

Data Visualization - Highcharts, D3, HTML Canvas

Problem Solving

Hobbies

Automating stuff, converting ideas to code, singing, playing piano, and producing music.

Education

Bachelor of Engineering (ECE), Dr. Mahalingam College of Engineering and Technology, Coimbatore

August 2013 — May 2017

Received the Best Outgoing Student Award and graduated with a **GPA of 8.7**. This college helped be lay the foundations of my programming skills.

★ Professional Projects

Contacto

April 2021 — Present

Contacto is an omnichannel customer service platform with built-in support for chat, calls, social, and messaging.

- Took end-to-end responsibility for features like API Integration, and In-App Chat, which are vital for the product.
- Handled the Notification API for the product, and had to consider cross-platform concerns for both Windows and Mac.
- Suggested architectural changes that improved the performance of the app.
- Created a Generic non-blocking EventBus for PubNub which is able to handle a large number of concurrent events.
- Was one of the first software engineers to develop this product from scratch.

Plivo Website

May 2019 — March 2021

Handled 2000+ page website single-handedly. Improvised the design and implementation.

- Created complex and smooth animations using **d3** and **CSS keyframes** - [Zentrunk Globe Animation](#)
- Tech stack - HTML5, KnockoutJS, CSS3, VanillaJS, UnderscoreJS, Ruby, Jekyll, AJAX, D3, NodeJS, Axios, AWS S3
- URL - <https://www.plivo.com/>

InfraCloud.io

October 2020 — December 2020

This was a freelance project that I completed within a month. This is a project that I handled completely starting from development to deployment.

- URL - <https://www.infracloud.io/>

Labor Insight

May 2017 — May 2019

This is a a Labor Workforce Application where we visualized very large datasets into easily understandable charts with intuitive UI.

- Used **RestAPIs** extensively to connect with the data store
- Tech stack - KnockoutJS, KendoUI, Bootstrap4, DurandalJS, Typescript, ASP .NET
- URL - <https://laborinsight.burning-glass.com/us>

★ Personal Projects

My Portfolio

This is my portfolio website and blog where I post regularly.

- Tech stack - React, GatsbyJS, HTML2Canvas, UnsplashAPI, CSS3
- <http://samuellawrentz.com/>

Pastenser

A simple tool that would give you the past tense of an entered verb. This contains both front-end and backend development.

- Tech stack - KnockoutJS, CSS3, ExpressJS, Heroku
- URL - <https://samuellawrentz.com/projects/pasttenser>

Network Chart

A custom network chart built using highcharts right from scratch. This chart can be used to visualise relation between two or more components.

- Tech stack - Highcharts, Vanilla JS, SVG
- <https://samuellawrentz.github.io/highcharts-networkChart/>

Offshore Writings

Secondary personal blog which has motivational articles and poems and is updated regularly.

- Tech stack - Wordpress
- URL - <https://offshorewritings.com/>

👤 Internships

Software Engineer Intern at Burning Glass Technologies, Salem

December 2016 — March 2017

This internship helped me to understand what programming would look like in the software industry. This eased my transition from college into the professional world.

★ Declaration

All the above mentioned are true to the best of my knowledge.