

Marcello Prattico

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Profile

Software Engineer developing web and mobile applications. Currently running my own agency where I develop iOS and Android apps and build websites for clients.

Founder, Lead Developer

Astrochimp, LLC

04/2023 - Present

Reps and Sets Workout Log

- Built and launched Reps and Sets Workout Tracking app on iOS and Android. React Native, Expo, EAS and Supabase(PostGRES).
- <https://www.repsnsetsapp.com/>

ListJam App

- Built and launched ListJam.app React Native app for iOS and Android. React Native, Expo and EAS. Website using [Next.js](https://www.listjam.app) <https://www.listjam.app>

SafeGoal Soccer

- <https://www.safegoalsoccer.com/> - Next.js website for soccer goal ecommerce brand. Increased traffic from a poor performing website. Developed a new digital marketing strategy for the brand.
- SEO optimization for several brands. Increased traffic and visibility for clients.
- Digital Marketing services including planning social media content, Google Ads, Facebook ads strategy

Other Clients and Projects

- Email marketing
- Developing customer websites using Astro and Next.js
- Backend development using Postgres, Node.js

- Developing AI based tools using Supabase PGVector and LangChain
- Skills: Next.js, React, Typescript, Javascript, Supabase (Postgres), S3, AWS, Tailwind, Formik, Zod, Framer Motion

Senior Software Engineer at Dorsia

02/2024 - 06/2025

Gatekeeper App - iOS and Android

- Tech lead on the launch of the new Gatekeeper app for event ticketing and guest management. App was built on a tight deadline of 2 months for a Coachella related event. App scans tickets for events. Allows staff to scan and check in guests. Look up guests and more.
<https://apps.apple.com/in/app/dorsia-gatekeeper/id6741531531?platform=iphone>

Dorsia App - iOS and Android

- React, React Native, GraphQL, Typescript, Tailwind, React Native Animations.
- Developed new features and functionality for the Dorisa iOS and Android app.
<https://apps.apple.com/in/app/dorsia-members-club/id1589267208>

Senior Frontend Engineer

Zip Co/Quadpay

04/2021 to 04/2023

- React Native mobile app for iOS and Android
- Chrome Extension - Zip's extension to enable browsing on desktop React and Next.js
- Lead an accessibility audit of all platforms. Provided guidance for WCAG compliance
- Skills: React, React Native, Typescript, Redux, React Query and Next.js

Senior Software Engineer

Elastic

02/2020 to 04/2021

- Platform Cloud UI team for Elastic Cloud deployments.
- Built new features and upgrades
- Skills: Typescript, React, Redux, Cypress, Elastic's EUI component library

Lead Frontend Engineer

ConcertAI

12/2018 to 02/2020

- Lead development team for taking a MVP app to a full production ready application.
- Setup application style guide. Organized new styling system using SASS, CSS and D3.js graphics and chart development
- Managed and mentored a team of remote/offshore Front End Developers
- Worked with Product Managers to develop and manage sprints
- Developed tech roadmap and implementation timeframe
- Introduced testing framework, error monitoring and application monitoring practices for preparing application for production

Senior Software Engineer

ATTN:

03/2016 to 09/2018

- Managed a website generating millions of page views
- Helped drive the effort to pivot from web to video and large social media presence
- Built internal applications for using Node.js and React; feed simulator/modeling for posts React, Node.js MongoDB
- Internal video search tool. React, EC2, Redshift, S3
- Built partner/co-branded sites for featuring videos. React, Gatsby S3
- Front end web development in React.js using Redux and Context API for state mgmt.
- Gatsby.js for custom static site development. Building fast loading mobile first sites.
- Backend development using Node.js (json api and GraphQL services)
- AWS - including S3, EC2, Lambda and Redshift.
- CircleCI and Jenkins CI/CD tools.
- SASS, CSS3, and HTML5

Senior Software Engineer

Jet

11/2014 to 03/2016

- Part of the team that launched the initial Friends and Family version and public site.
- Tech used: Angular.js, Node.js, JQuery, Vanilla Javascript, Gulp and Stylus.
- Introduced React.js for future migrations and adoption.

- Internal order tracking system. Built the Front end for an internal real-time dashboard for frontline customer service. Built using Angular.js. Initial proof of concept in React.js
- Merchant Portal: part of a team to build and launch the Jet Merchant and Brand Portal. The tool allows for Merchants and Brands to view sales data, top selling products and adjust prices on their products on Jet.com. Built using Angular.js and C#/F# on the backend.

Director of Web Services

Syracuse University

08/2005 - 10/2014

- Managed a team of four Web Developers.
- Managed several sites on campus including www.syr.edu, and various sites that supported the University Giving and Alumni Relations campaigns.
- Websites to drive the 1 Billion Dollar University wide Campaign.
- Supported the University wide Cascade CMS (XML,XSL/Velocity based Content Management System) Website development, User training and feature development. Technology
- Tech used: PHP/MySQL, XML, XSL, Oracle, Node.js, Angular.js, Ubuntu server management. Wordpress website development. HTML5, CSS3, Javascript, JQuery, D3, Responsive design and more. Mobile app development.

Education

Syracuse University School of Information Studies

Masters, Information Management

Syracuse University

B.S, Psychology

Skills

React, React Native, Expo, EAS, Next.js, TypeScript, Node.js, Supabase, Postgres, Tailwind, CSS, Python, REST, GraphQL, Node.js, Amazon Web Services (AWS), Three.js, SQL, machine learning, design tools, Figma, javascript, Objective-C, Swift, Kotlin, Prototype development, web analytics, search engines, js frameworks, user engagement, user research, marketing, user experience, web application development