

# Kim Dyla

 Rochester Hills, MI

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 248.303.2526

Experienced Front End Developer with a decade of expertise transforming complex requirements into intuitive, accessible web experiences. Background spans agency work building solutions for diverse clients, with strengths in popular frontend frameworks, component-driven architecture, and fostering development best practices. Eager to transition to a product-focused role where I can invest deeply in a mission-driven product, continue leveraging modern frontend technologies, and contribute to work that creates real value for users and communities.

## Technical Skills

React TypeScript JavaScript HTML CSS/SCSS Chakra UI REST/GraphQL Jest React Testing Library Storybook Next.js Contentful Sitecore WCAG

## Experience

### React Front End Engineer

9/2023 - Current

Merkle - Customer Experience and Commerce

- Built and maintained a feature-rich React component library with robust page and component level authoring options for the Center for Internet Security's (CIS) web application that leverages Sitecore's headless CMS.
- Advocated for and integrated TypeScript during a full CIS library redesign initiative.
- Redesigned the Education section of the Association for Talent Development's (ATD) website using React, Typescript, and Contentful CMS. Delicately enhanced component feature sets by giving content authors the power to decide when to use upgraded components.
- Enforced clean coding practices through code reviews and unit tests.
- Earned Contentful Certified Professional certification.
- Earned Sitecore CDP and Personalize certifications.

### Senior Promotions Front End Developer

1/2021 - 9/2023

Merkle - Promotions, Loyalty, and Messaging (formerly HelloWorld)

- Architected a component library leveraging Vue.js to enhance the scalability and maintainability of enterprise web applications.
- Utilized modern development techniques to contribute to proprietary platforms, resulting in increased efficiencies and refactored legacy code.
- Conducted group and individual behavioral interviews to successfully hire new talent.
- Mentored students in the Kettering University co-op program.

### Promotions Front End Developer

5/2015 - 1/2021

Merkle - Promotions, Loyalty, and Messaging (formerly HelloWorld)

- Developed 100+ brand engagement and promotional web applications using Javascript, HTML, CSS, Vue, and Angular.
- Applied Agile planning principles to ensure customized solutions based on client requirements were delivered efficiently.
- Worked closely with project managers and UX designers to transform project requirements and business objectives into polished user interfaces.
- Operated seamlessly in a global development environment, working effectively across multiple time zones and cultures.

### Front End Web Developer

9/2014 - 4/2015

Aquent - E7 Solutions & Meadowbrook Insurance Group

- Designed and developed front-end features for a variety of internal and client projects.
- Administered the WordPress content management system for content teams.

## Experience (cont.)

### Web Developer

Ciesa Design

6/2013 - 9/2014

- Developed websites, applications, and digital solutions for tablets and smartphones
- Used Drupal, WordPress, PHP, and HTML/CSS to build responsive websites on a Linux, Apache, MySQL, PHP stack
- Testing and Quality Assurance on Mac, Windows, iOS, and Android browsers
- Maintenance and management of existing Drupal, PHP, and HTML sites

## Education

### Michigan State University

2013

Bachelor of Arts

Media Arts and Technology degree concentrating on Front-End Web Development, User Experience, and Human Computer Interaction. Specialization in Digital Humanities.

### Sitecore Personalize

2024

Certification

### Sitecore CDP

2024

Certification

### Contentful Certified Professional

2025

Certification