Tammy Shipps

Senior Full-Stack Web Engineer
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Portfolio: https://atomicpink.com

Professional Summary

Senior Full-Stack Engineer with 20+ years of experience designing, building, and evolving business-critical web platforms and applications. Trusted to own customer-facing systems from architecture through deployment, with expertise spanning modern front-end engineering, enterprise integrations, cloud infrastructure, accessibility, performance optimization, and CMS architecture. Passionate about building technology that empowers both end users and content creators through thoughtful, maintainable engineering.

Professional Experience

Applause

Senior Full-Stack Engineer | March 2020 – Present

- Sole technical owner of the company's global marketing web platform, supporting Marketing, Sales, Design, and Content teams across customer-facing websites, landing pages, blogs, and digital marketing initiatives.
- Architect and evolve a highly customized multilingual WordPress platform featuring custom plugins, Divi modules, custom post types, modular JavaScript components, reusable content architecture, and enterprise integrations.
- Designed and implemented custom integrations with Salesforce and Marketo APIs to automate marketing workflows and improve data consistency across business systems.
- Built reusable content components and publishing workflows that empower non-technical content authors to independently create and maintain complex marketing content while preserving design consistency and accessibility.
- Led accessibility initiatives across all customer-facing properties, implementing WCAG best practices and resolving complex accessibility issues in both custom and third-party components.
- Improved website performance to consistently achieve 90+ mobile and 100 desktop Google PageSpeed Insights scores through front-end optimization, modern JavaScript, and performance-focused architecture.
- Direct engineering quality efforts by triaging community QA reports, determining issue severity, coordinating external testing cycles, validating fixes, and continuously improving platform stability.

- Maintain a secure customer-facing platform through proactive maintenance, dependency management, and secure engineering practices, resulting in zero known security incidents during platform ownership.

Lingo Live

Senior Software Engineer | Feb 2019 – Feb 2020

- Developed and enhanced a Ruby on Rails and React application supporting language coaching, lesson scheduling, and coach-to-learner matching.
- Led user experience initiatives by designing and refining customer workflows through user research, usability testing, and iterative improvements.
- Partnered with cross-functional teams to translate business requirements into scalable, user-centered features.
- Served as User Experience Lead, guiding user research, interaction design, and feature refinement to improve the customer coaching experience.

Validity

Senior Full-Stack Developer | July 2018 – July 2019

- Developed full-stack features for the BriteVerify SaaS platform using Ruby on Rails, React, and modern JavaScript.
- Strengthened application security by identifying and addressing vulnerabilities while improving the overall resilience of the platform.
- Designed and implemented custom APIs and integrations supporting both internal services and external customer workflows.
- Increased billable verification volume by more than 200% through performance improvements and platform enhancements.
- Collaborated with engineering, product, and business stakeholders to deliver scalable solutions for a high-volume SaaS application.

Oath (Verizon)

Senior Ruby Developer (Contract) | April 2017 – June 2018

- Developed components for a company-wide SOC 2-compliant CI/CD platform supporting automated deployments across hundreds of engineering repositories.
- Implemented services responsible for automatically synchronizing changes between parent and forked repositories using the Fork Fork Clone workflow.
- Developed deployment APIs and user interfaces that provided engineering teams with deployment status and queue visibility.
- Expanded automated test coverage to improve code quality and meet project coverage goals.

Conjur / CyberArk

Senior Full-Stack Developer | March 2017 – March 2018

- Developed full-stack features for enterprise secrets management and machine identity software following Conjur's acquisition by CyberArk.

- Contributed to both the commercial enterprise platform and the open source community edition, delivering front-end and back-end functionality across multiple product offerings.
- Enhanced the user interface and developer experience for complex security workflows involving authentication, authorization, and credential management.
- Worked across the full application stack using Ruby on Rails, modern JavaScript, REST APIs, and PostgreSQL.

Applause

Cloud Infrastructure Engineer | March 2016 – March 2017

- Automated deployment workflows and improved CI/CD processes to increase platform reliability and reduce manual operations.
- Collaborated with Marketing, Product, and Engineering teams to strengthen deployment pipelines, platform stability, and operational efficiency.
- Implemented infrastructure improvements and security best practices across cloud-hosted applications and services.
- Contributed Infrastructure as Code solutions using AWS, Terraform, and modern DevOps practices.

Applause

Senior Full-Stack Web Developer | June 2013 – March 2016

- Developed and maintained customer-facing websites, web applications, and internal tools supporting marketing and business operations.
- Designed and implemented custom web applications, CMS solutions, and integrations to streamline business workflows.
- Administered web infrastructure, domains, and hosting environments while ensuring security, reliability, and performance.
- Partnered with marketing, creative, and engineering teams to deliver responsive, user-focused digital experiences.

AtomicPink

Founder & Principal Consultant | 2001 – Present

- Founder of an independent full-stack web development and digital consulting practice serving businesses, organizations, and independent creators since 2001.
- Design and implement custom WordPress platforms, enterprise integrations, bespoke web applications, and modern front-end experiences using technologies including React, Vue, PHP, Ruby on Rails, and JavaScript.
- Partner directly with clients to translate business goals into maintainable technical solutions, balancing usability, accessibility, long-term maintainability, and performance.
- Provide ongoing technical consulting, architecture guidance, and platform enhancements for long-term clients across a wide range of industries.

Earlier Experience

- Senior Consultant, Virtusa
- Senior Web Developer, Hasbro
- Senior Web Developer, Monster Worldwide
- Additional experience available upon request.

Technical Skills

Languages & Frameworks

- JavaScript (ESNext), TypeScript, HTML5, CSS3 (SASS, SCSS, LESS)
- React, Vue 3, Node.js
- PHP, Ruby on Rails, Python, C#, Groovy/Grails
- APIs & Integration
- REST APIs, GraphQL, OpenAPI
- Salesforce API, Marketo API, Google APIs
- JSON, XML

Cloud, DevOps & Infrastructure

- **A**WS (EC2, RDS)
- Heroku
- Docker
- Terraform
- Jenkins
- CI/CD
- Git

Engineering Practices

- Accessibility (WCAG 2.2)
- Performance Optimization
- Responsive Design
- UX/UI
- SEO / AEO
- Internationalization (i18n)
- Secure Development
- Technical Architecture
- Platform Engineering

Testing & Quality

- Jest
- BrowserStack
- Community QA
- Cross-browser Testing