

Jennifer Parsons

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STAFF FRONTEND ENGINEER AND MANAGER

Frontend engineer specializing in React, TypeScript, and accessible UI architecture. Known for strong technical contributions, effective mentorship, and improving team effectiveness through better processes and practices. Brings both hands-on engineering skills and leadership perspective from experience managing high-performing remote teams.

Areas of Expertise

Frontend Engineering | React | TypeScript | JavaScript | Astro | HTML | CSS | Tailwind | GraphQL | REST APIs | Testing & Quality Assurance | React Testing Library | Playwright | Jest | Enzyme | Storybook | CI/CD Pipelines | Accessibility (WCAG Standards) | System Design | Technical Documentation | Git & Version Control | Technical Leadership | Mentorship & Knowledge Sharing | Process Improvement | Cross-Functional Collaboration | Remote Team Collaboration | Agile | Shape Up | Scrum

Professional Experience

THE TRAVELERS COMPANIES, Remote

April 2025 – Present

Software Engineering Manager

I led engineering team through major organizational transition following acquisition, navigating shift from small startup to enterprise environment while building a customer portal and supporting risk management services.

- Stabilized team during critical post-acquisition period following four-month management gap, establishing clear processes and expectations that enabled consistent sprint delivery.
- Led successful migration to SFMC (Salesforce Marketing Cloud) automated cyber risk alert system with minimal documentation, building cross-organizational relationships to navigate unfamiliar enterprise bureaucracy and complex technical requirements.
- Team recognized by SFMC leadership as fastest to complete training and apply it effectively, demonstrating ability to learn complex systems quickly and deliver results under tight timelines.
- Accelerated understanding of unfamiliar insurance domain and new tech stack (Elm, Elixir) by processing product requirements and technical documentation with AI assistance, reducing onboarding time and improving cross-functional communication.
- Protected engineering capacity by representing team in cross-functional planning meetings and coordinating work across multiple enterprise departments.

TRUSS, Remote

November 2020 - April 2025

In multiple roles, I drove technical excellence and team transformation while developing web-based applications for civic and government clients.

Engineering Manager and Team Lead, (June 2022 - April 2025)

- Led and grew distributed teams while managing engineers and driving organizational change.
- Helped build and launch IRS Direct File, a groundbreaking program that let 140,000 Americans file their taxes for free in 2024, growing to serve 32 million Americans in 2025.
- Built reliable features and robust testing practices during the pilot phase to ensure a smooth launch for taxpayers.
- Strengthened team effectiveness through cross-functional collaboration and active mentoring of new engineers.
- Transformed a team to stellar performance in 4 months by rebuilding trust, empowering engineers, and creating space for open communication.
- Developed a discovery process that helped engineers deeply understand their work before coding, leading to more predictable delivery.
- Built a culture where engineers felt safe to experiment and grow, directly leading to multiple promotions and stronger team retention.
- Mentored and supported six engineers from Junior to Senior level, focusing on technical skill development, code quality practices, and effective collaboration patterns.
- Created structured processes for supporting engineers through technical challenges and career growth, balancing individual needs with team delivery goals.

Senior Software Engineer and Software Engineer III, (November 2020 - June 2022)

Built accessible, well-tested React applications for government clients while championing improved development practices.

- Increased frontend test coverage by 40% while improving test reliability and maintainability, establishing testing patterns adopted by broader engineering organization.
- Successfully championed migration from Enzyme to React Testing Library, creating documentation and examples that improved developer experience and test quality across multiple projects.
- Delivered robust React features with strong accessibility compliance for civic tech applications serving diverse user populations.
- Created clear technical documentation and delivered internal presentations on effective pair programming and testing practices.

LUNA STATION QUARTERLY, Remote

March 2010 - Present

Publisher and Editor-In-Chief

- Demonstrated sustained success in remote leadership while building and scaling award-winning publication.
- Built and maintained publication websites using WordPress and Astro, managing technical infrastructure for content delivery and subscriber management.
- Led distributed team of 15+ volunteer editors through structured processes and clear documentation, maintaining consistent quality across fully remote collaboration.
- Transformed operations through strategic tool selection and workflow automation, improving efficiency and publication quality.

LAB ZERO INNOVATIONS, Remote

July 2017 - November 2020

Software Engineer

I built full-stack applications for Fortune 10 clients while driving frontend best practices and accessibility improvements.

- Created robust React, GraphQL, and TypeScript applications that streamlined digital operations for Fortune 10 clients, delivering features that improved user experience and business efficiency.
- Established frontend best practices, tooling standards, and component patterns that improved team consistency and development velocity.
- Advocated for and implemented accessibility improvements across multiple client projects, ensuring WCAG compliance and improved usability for diverse user populations.
- Collaborated effectively with design and backend teams to deliver cohesive, well-integrated features on tight timelines.

SOORYEN TECHNOLOGIES, Remote

August 2014 - July 2017

Senior Frontend Developer

I led frontend technical initiatives and mentored developers while delivering e-commerce improvements for major retail clients.

- Improved mobile site conversion rates for 1800Flowers family of brands through performance optimizations and UX enhancements.
- Served as Tech Lead and Architect for Web Payments API implementation, designing and coordinating technical approach that streamlined checkout experience across multiple properties.
- Managed technical aspects of Bloomreach partnership serving top 100 e-commerce merchants, implementing search and recommendation features that improved conversion metrics.
- Mentored junior developers on frontend best practices, code quality, and effective debugging techniques.

Additional Experience

BRIMAR INDUSTRIES and RAYOGRAM

Web Designer and Developer

- Built e-commerce sites, implemented cross-browser testing, and developed Drupal templates and modules for client websites.

BERNARD HODES GROUP and PRINCETON PACKET GROUP

Regional Production Studio Manager

- Led production teams, coordinated multiple publications, and managed transitions to new technologies.