

Hoai-Quoc Vinh

Hillsborough, NC 27278 | (717) 881-5914 | hoaiquoc.vinh@gmail.com
<https://www.linkedin.com/in/hoaiquocvinh/>

FRONTEND SOFTWARE ENGINEER

Frontend engineer with 10+ years of experience building scalable web platforms, most recently using React and Next.js.

Experienced in setting up and tracking analytics for measurable KPIs, integrating observability tooling, and delivering reliable feature rollouts in fast-paced, cross-functional environments.

SKILLS

Frontend: JavaScript, React, Next.JS, TypeScript, GraphQL, CSS3, REST API | Backend: Node.js, PHP, WordPress | Tools: GitHub, Google Tag Manager, Google Analytics, Tealium, CI/CD, Jest/Unit testing, Datadog, Copilot, Claude Code | Other: Team & project management, Photoshop, Ecommerce

WORK EXPERIENCE

Under Armour, Baltimore, MD/Remote

October 2021 - April 2026

Software Engineer - Frontend

- Added to e-commerce analytics via tag management through Tealium, increasing coverage of web analytics for more accurate tracking and reporting
- Optimized the add-to-cart functionality for product pages on a React and Next.js e-commerce platform, clarifying product availability to enhance customer experience significantly
- Maintained CoreMedia content management system integration and development of web components into the React platform, and deployment and CI/CD of CoreMedia updates as needed prior to transition to new CMS
- Engineered new components and integrations within the Ampliance content management system using React and GraphQL, enhancing user experience and improving content editor functionality by migrating 15 existing components and creating new schemas, and ensured proper reporting/observability via logging to Datadog
- Integrated BazaarVoice RESTful API with CMS content to give more customizability to content editors for curating UGC and released behind regional feature flags for country-specific rollouts based on the product contract
- Achieved a 60% increase in Core Web Vitals through image and content loading optimizations between CMS and website by delivering improvements to image and video loading on the site
- Collaborated remotely across engineering and other teams around the world to coordinate platform updates and improvements, including code reviews, pair-coding, and Agile ceremonies
- Assisted in the frontend on-call rotation, utilizing Datadog for observability and tracing logs identifying and debugging platform errors and monitor key performance metrics
- Utilized Github Copilot in daily workflow to increase code output, quality, and unit testing coverage across 4 separate codebases

BHLDN, Philadelphia, PA

September 2015 - October 2021

Manager, Web Production And Development

- Managed the web team (web content and web product staff) for the successful bi-monthly web content updates, weekly product launches, and daily marketing emails
- Crafted engaging web content for the homepage and landing pages using HTML, CSS, and JavaScript, enhancing user experience and improving search engine optimization through effective live text integration
- Checked & managed website improvements with the e-commerce platform vendor
- Facilitated data-driven marketing strategies by leveraging Google Analytics to optimize delivery audiences, ensuring maximum site uptime

- Created Google Analytics dashboards for ad-hoc campaign tracking in addition to Core Web Vitals monitoring to ensure high Google Search ranking
- Enhanced personalized customer experience and boosted click-through rates by implementing A/B testing and dynamic recommendations through Dynamic Yield's experimentation platform

Junior Developer/Senior Content Producer

- Developed email and website code for daily emails and performed twice-monthly homepage and landing page updates
- Executed bi-monthly website audits through meticulous manual inspections, identifying usability issues to significantly enhance user experience
- Orchestrated website enhancements in partnership with e-commerce system vendors and a web production team of 3 colleagues, significantly elevating user experience and reducing customer inquiries through effective ticket management and quality assurance

Ink-it Digital/Marketing Salon, Philadelphia, PA

July 2014 - August 2015

Web Developer And Design Consultant

- Developed, deployed, and maintained multiple client websites utilizing WordPress CMS and available plugins, often requiring customization to fit customer needs
- Prototyped websites to present to possible clients via WordPress.com sites, leveraging various available plugins
- Worked at Marketing Salon front desk, fielding walk in/prospective clients by gathering requirements, showcasing templated website designs, and taking payment for services
- Managed client communications, coordinated designers on projects for Marketing Salon

PROJECTS

CMS Replatform, Baltimore, MD/Remote

Under Armour Software Engineer - Frontend, February 2026

- Supported in transition from CoreMedia CMS to Amplience CMS via development of frontend components, creation of content schemas, and transformations of CMS data via GraphQL layer for frontend ingestion

E-Commerce Replatform, Baltimore, MD/Remote

Under Armour Software Engineer - Frontend, January 2025

- Contributed in the development and launch of a refreshed web app/platform on React/NextJS allowing for modern integrations and better scalability via Vercel

Google Tag Manager E-commerce Integration, Philadelphia, PA

BHLDN Manager, Web Production And Development, January 2021

- Developed and maintained tracking infrastructure using Google Tag Manager for E-Commerce tracking and vendor integrations

E-Commerce Replatform Project Management, Philadelphia, PA

BHLDN Manager, Web Production And Development, January 2019

- Led transition, QA, and project management of the transfer of the BHLDN website to a new e-commerce platform

EDUCATION

Bachelor of Arts

Temple University, Philadelphia, PA

Focused on technical lighting design in theater