

CHERMAINE ZIMMERMAN

SENIOR SOFTWARE ENGINEER

CONTACT

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SKILLS

Frontend: Angular, React, Vue.js, Storybook, TypeScript, JavaScript, HTML5, CSS3

Backend: Node.js, Rails, REST APIs, SQL, Java (contributor)

Testing: Jest, Cypress, Playwright

Tools: Webpack, Vite, CI/CD, Git

Leadership: Cross-functional collaboration, project ownership, stakeholder communication, strategic prioritization, mentorship

EDUCATION

Dev BootCamp

Web Development Program
2014

UC Davis

M.S. Forensic Science: Computer Accident Reconstruction
2003 - 2006

UC Davis

B.S. Neurobiology and Behavior
1999 - 2003

PROFILE SUMMARY

Senior Software Engineer with 10+ years of experience building scalable web applications in the creator economy, affiliate marketing, and social commerce space. Proven track record of owning and delivering end-to-end web experiences that support creator onboarding, growth, and monetization. Extensive experience building and scaling applications with Angular, React, and Vue.js, with a strong focus on performance, architecture, and rapid iteration. Partnered closely with design to scale design systems and build Storybook-based component libraries, while improving development speed by ~30% through AI-assisted workflows.

WORK EXPERIENCE

Rakuten Advertising (2026 - Present)

Senior Software Engineer

- Own and deliver scalable web features end-to-end for a global affiliate and performance marketing platform
- Drive frontend architecture while collaborating across product, design, and backend teams
- Expand into backend systems by contributing to Java services and repositories
- Built and maintain a Chrome extension used within the affiliate ecosystem
- Increase engineering velocity by ~30% using AI-assisted development (Claude)

Collective Voice (2023 - 2026)

Lead Front End Developer

- Led development of creator-facing applications powering onboarding, monetization, and growth
- Built a gifting platform for retailers, enabling new creator-brand partnership workflows
- Collaborated closely with the design team to implement and scale the company's design system, and built an interactive component library and documentation site using Storybook to improve consistency, usability, and developer adoption
- Led migration from AngularJS to Angular, reducing load times by ~20-30% and improving maintainability
- Owned architecture and delivery of systems supporting affiliate linking, campaigns, and analytics
- Mentored engineers and raised the bar on code quality, performance, and development standards

Collective Voice (2019 - 2023)

Senior Frontend Developer

- Led frontend architecture for affiliate attribution and monetization systems at scale
- Managed and mentored engineers while improving team efficiency and delivery
- Partnered closely with product and design to ship high-impact creator experiences

Collective Voice (2017 - 2019)

Frontend Developer

- Built features for a high-traffic creator commerce platform
- Integrated APIs for product data, tracking, and analytics

POPSUGAR (2015 - 2017)

Software Engineer

- Developed features for a large-scale content and commerce platform
- Improved performance and engagement across key user surfaces

Viggle Inc. (2014 - 2015)

Lead Front End Developer

- Led frontend development for consumer-facing web applications