

Aaron Noel De Leon

Senior Frontend Engineer

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OVERVIEW

A frontend-focused software engineer with 12 years of professional experience crafting delightful and performant web apps from ideation to production.

WORK HISTORY

🕒 **Toggl** – Sr. Frontend Engineer

SEP 2024 → PRESENT

Improved DX and design collaboration as part of the company's Core team

- ↪ Scaled the design system and component library across 8 product repositories, and dozens of frontend developers enabling faster delivery, and more consistent UX.
- ↪ Kickstarted the multi-product internal Backoffice app.
- ↪ Integrated Figma components with CodeConnect, deployed a custom MCP server, and added linting for hallucinated class names decreasing regressions by up to 80%.

🕒 **Toggl Plan** – Sr. Frontend Engineer

OCT 2019 → SEP 2024

A team project planning app from a fully remote team headquartered in Estonia

- ↪ Decreased DOM size by at least 25% up to 50% and time-to-first-interactive by 20% through virtualization and deferred re-rendering.
- ↪ Improved load speed by removing unused data which account for up to 90% of the payload, and then setting up resource prefetching for subsequent requests.
- ↪ Rebranded the app from Teamweek to Toggl Plan, all while setting up design system tokens, dark mode, and improving webpack dev server speed by 10x.
- ↪ Setup architecture for incremental Svelte upgrade.
- ↪ Shipped high-impact, user-facing features: Data import / export, bulk task actions, Single Sign-On, Taskbox, Favorites, Clients, My plans, and Availability overview.

📄 **Nelo** – Freelance Developer

JUL 2018 → SEP 2019

A mix of my own products and client work

- ↪ Crafted Intent – a suite of tools to manage digital distractions: a gesture-based Android app launcher made with react-native, and browser extensions for blocking recommender UIs and limiting time spent on social media.

- ↳ Designed and developed Karma – a web app for sending letters of gratitude developed using React and styled-components.
- ↳ Developed Skyborn's website using GatsbyJS and Contentful as a headless CMS.

✂ **X-Team** – Sr. Software Engineer

JUN 2016 → JUN 2018

A fully-remote consulting agency based in Australia

- ↳ Made the applicant review process 8x more efficient by automating the company's initial vetting process.
- ↳ Modernized TokenHub – an Initial Coin Offering (ICO) platform, from a jQuery-based codebase to React, Redux, and Immutable.
- ↳ Developed Bugwolf's Capture – a screen-casting app that integrates with storage and issue-tracking services. Added automated updates, audio recording, multi-screen support and cursor tracking using Electron, React, and RecordRTC.

📄 **Phaxio** (acquired) – UI Developer & Designer

MAR 2016 → FEB 2018

An easy-to-use faxing API for developers

- ↳ Designed branding resources: logo, colors, and typography.
- ↳ Developed the marketing and documentation website using Jekyll, SCSS, and JS.
- ↳ Redesigned and rebuilt the Ruby-based app console.

👤 **Vyllage** – Frontend Developer & Designer

FEB 2015 → FEB 2016

A collaborative resumé and job referral network for universities

- ↳ Designed prototypes and high-fidelity mockups using Sketch and InVision.
- ↳ Lead the web app front-end implementation using React, Reflux, and SCSS.
- ↳ Setup tooling using Webpack, testing using Jasmine, and deployment using CircleCI.

🌀 **Voyager Innovations** – Frontend Developer

JUN 2014 → FEB 2015

The digital arm of the top telecommunications company in the Philippines

- ↳ Contributed fixes and new features to SmartNet – a social network aggregator.
- ↳ Crafted Voyager Developer Portal – an API portal for Voyager's products: feeds for local basketball league scores, curated local news, and mobile airtime purchase.



University of the East

JUN 2010 → APR 2014

EDUCATION

Bachelor of Science in Computer Science

Summa Cum Laude