

Hoang Le

Senior Frontend Engineer

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Senior Frontend Engineer with 5+ years of experience building complex web applications and developer platforms using React, TypeScript, and modern frontend architecture. Specialized in high-performance React applications, design systems, and advanced interactive interfaces such as workflow editors, spreadsheet-style tools, and AI-powered media platforms. Strong advocate of AI-augmented engineering workflows, leveraging tools such as Cursor and Claude to accelerate development, streamline debugging and refactoring, and ship production-ready features efficiently. Proven track record of improving performance and developer productivity — including reducing bundle size by 86%, eliminating thousands of unnecessary re-renders, and reducing onboarding setup time by 50%. Experienced in leading frontend architecture decisions, mentoring engineers, and delivering scalable product features used in production systems.

WORK EXPERIENCE

Senior Frontend Engineer

Sep 2025 – Present

GEN, US - Remote

Product: AI-powered content creation platform for generating videos, images, and media assets at scale — featuring vidsheets (spreadsheet-based batch video production), and AI agents.

- Architect and maintain a large-scale React SPA powering an AI media generation platform supporting complex interactive workflows and high-volume rendering pipelines.
- Designed and implemented Vidsheets, a spreadsheet-style batch video generation system enabling users to produce hundreds of personalized videos from a single template.
- Led a multi-phase frontend performance optimization across the video rendering pipeline, achieving an 86% reduction in main bundle size and a 73% reduction in Vidsheets chunk size through code splitting, lazy loading, and tree-shaking.
- Built and maintained a shared design system using Radix UI primitives, standardizing UI patterns and accelerating development across multiple product teams.
- Developed complex dynamic form systems using React Hook Form and Zod, supporting 14+ configurable form types with conditional logic and variable resolution.
- Integrated Web3 authentication via Dynamic Labs SDK (Ethereum & Solana wallets) alongside traditional auth flows to support multi-chain user onboarding.
- Implemented node-based workflow editors using React Flow and advanced media interfaces, including waveform visualization (WaveSurfer) and video playback (Vidstack / Remotion).
- Designed frontend data-fetching architecture using TanStack React Query and Zustand, implementing caching, optimistic updates, and polling for real-time job status tracking.
- Integrated AI development tools (Cursor, Claude Code) into the engineering workflow to assist with code exploration, debugging, and refactoring across a large React codebase.
- Improved engineering productivity by introducing AI-assisted development workflows using Claude Code CLI, MCP integrations, and automated code review pipelines.

Tech: React, TypeScript, Vite, Tailwind CSS, Zustand, TanStack React Query, React Router, React Hook Form, Zod, Remotion.

Software Engineer

June 2022 – Sep 2025

Employment Hero, Vietnam

Product: All-in-one HR solution for managing HR, payroll, performance, learning, recognition, and benefits.

- Led frontend architecture and technical planning for a 4-developer squad, providing mentorship via comprehensive code reviews and technical training.
- Engineered and implemented a digital onboarding checklist, reducing new organization setup time by 50% and accelerating time-to-value.
- Implemented product analytics tracking using Mixpanel and Google Tag Manager to support data-driven product decisions and feature iteration.
- Standardized internal UI components through the “Snowflakes” initiative, resolving 50+ inconsistencies and reducing recurring code review friction.
- Enhanced test reliability and CI efficiency, reducing execution time from 4–5 minutes and optimizing CircleCI resource usage.

Tech: React.js, Next.js, React Native, TypeScript, Redux, React Query, Jest, Mixpanel, Google Tag Manager

Software Developer

Nov 2021 – Jun 2022

FPT Software, Vietnam

Project: Health Care web application.

- Implemented analytics tracking and A/B testing experiments to validate product hypotheses.
- Integrated GA4 and Google Tag Manager to provide user behavior insights.
- Mentored a team of 4 developers and improved testing practices for release stability.

Tech: React.js, TypeScript, Redux, Google OAuth, Jest, GA4, Google Tag Manager

Early Career Experience

Sep 2020 – Nov 2021

Designveloper • Trixgo • Favie Tech | Vietnam

Project: Car Insurance, Dentist Management Systems.

- Built full-stack web applications using React, Angular, Node.js, and NestJS.
- Designed REST APIs and database schemas for insurance and healthcare systems.
- Automated deployments using AWS to improve release reliability.

Tech: React, Next.js, Angular, Node.js, Nest.js, MongoDB, AWS, TypeScript

EDUCATION

Hutech University, Vietnam

Bachelor of Engineering – Information Technology

Sep 2017 - Oct 2022

SKILLS

Front-end Technologies: React, React Native, Next.js, Angular 2+, TypeScript, Zustand, Redux, TanStack React Query, React Hook Form, Tailwind CSS, HTML5, CSS3, Jest, Vitest

Back-end Technologies: REST, HTTPS, Node.js, Nest.js, MongoDB, PostgreSQL, AWS

Development Tools: Git, GitHub, Figma, VS Code, Cursor, Claude Code CLI (custom skills, MCP servers, automated code review), AI-assisted development workflows

Methodologies & Practices: Agile/Scrum, Frontend Architecture & Performance Optimization, Design System Development, Technical Documentation & Code Maps, Coaching & Code Review, Data Structures & Algorithms, UI/UX Design, Web Accessibility, Responsive Design