Sam Fortin

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SUMMARY

Senior Software Engineer specializing in React, TypeScript, and full-stack product development. Brought into teams at Target and Estée Lauder to help modernize, build, and launch complex applications, contributing across frontend architecture, APIs, integrations, testing, observability, and production delivery. Experienced working within established enterprise systems as well as agency and startup environments, with a track record of translating complex requirements into maintainable applications and moving products toward launch. Based in Okinawa, Japan (JST / APAC), with experience collaborating across distributed teams and time zones.

WORK EXPERIENCE

Target Minneapolis, MN
Software Engineer (Contract) Feb 2026 - May 2026

- Brought onto Target's Assortment Planning team to help build and launch a modern React/TypeScript planning application, replacing fragmented Excel workflows with a unified platform for merchandising teams.
- Developed data-dense UI components with AG Grid and TanStack Query, optimized for high-volume datasets and real-time state updates.
- Implemented OpenTelemetry instrumentation across the frontend, correlating traces with the REST API layer to enable proactive issue triage and reduce debugging time from hours to minutes.
- Drove adoption of agentic AI development workflows (GitHub Copilot and related tooling) across feature development, testing, and code review.
- Established end-to-end and unit test coverage with Playwright and Jest across planning workflows.

Estée Lauder Companies Remote
Senior Full Stack Software Engineer (Contract) Oct 2024 - Nov 2025

- Helped modernize and launch Estée Lauder's loyalty experience, building a React/TypeScript Loyalty Dashboard serving 25+ global loyalty programs across brands including Clinique, MAC Cosmetics, and Aveda.
- Designed GraphQL APIs on a Perl backend with JWT authentication, securing endpoints and authorizing data access across a multi-brand ecosystem.
- Integrated a React micro-frontend into an Elixir/Phoenix hosted site, bridging legacy ecommerce systems with a modernized frontend architecture.
- Used Datadog and FullStory to monitor performance and user sessions, catching and resolving customer-impacting errors proactively.
- Partnered with UX to translate Figma designs into performant, reusable components; maintained CI/CD pipelines via GitHub Actions.

Irish Titan Minneapolis, MN
Software Engineer (Ecommerce agency) Nov 2019 - Oct 2024

- Delivered modern ecommerce applications and platform modernization projects across React, Next.js, Shopify Plus, BigCommerce, and headless architectures, taking client initiatives from technical planning through implementation and launch.
- Served as engineering lead for tc.farm, a BigCommerce grocery delivery app; architected the system on Next.js (AWS Amplify) with a DynamoDB data layer.
- Built custom React storefront widgets, scheduled cron jobs for order cutoff and payment processing, and Klaviyo transactional email flows.

- Migrated Shopify Plus merchants from theme 1.0 to 2.0, delivering storefront integrations including ReCharge Subscriptions, Multipass authentication, Threekit 3D modeling, Checkout UI Extensions, Klaviyo notification flows, and Salsify PIM.
- Spearheaded frontend development of a B2B headless ecommerce platform for FastSigns using Next.js, Sitecore OrderCloud, React, TypeScript, Redux, and Material UI on Microsoft Azure.
- Directed a headless marketing site redevelopment using React, GatsbyJS, Contentful, and Netlify for irishtitan.com.
- Engineered a high-performance custom search widget with Laravel caching and PostgreSQL for 2dsemiconductors.com.
- Mentored junior developers through pairing, code review, and internal pattern documentation, onboarding them to independent client delivery within their first months.

Optum Eden Prairie, MN
Software Engineer Nov 2018 - Nov 2019

- Built and maintained the component library for Optum's Digital Marketing Platform (AEM), collaborating with UX and accessibility teams to translate designs into performant, WCAG-compliant components.
- Partnered with backend and data engineering teams to design and integrate RESTful API services into platform components; performed code reviews across the team.
- Drove Agile Scrum delivery through story grooming, sprint ceremonies, and stakeholder demos; integrated the QA team's Selenium end-to-end framework with Sauce Labs cloud testing in the automated test pipeline.

OneOme Minneapolis, MN
Frontend Software Engineer Nov 2017 - Nov 2018

- Built OneOme’s marketing site, pharmacogenomic testing portal, and company blog in a startup environment using JavaScript, Flask/Python, SCSS, and Grav CMS.

TECHNICAL SKILLS

Core: React, TypeScript, JavaScript, Next.js, Node.js, REST, GraphQL
Frontend: React, Next.js, AG Grid, TanStack Query, Redux, Tailwind CSS, Material UI, Storybook
Backend & Data: Node.js/Express, GraphQL, REST APIs, Laravel, Flask, PostgreSQL, DynamoDB, Prisma
Cloud & Delivery: AWS (Lambda, S3, Amplify, CDK), Docker, GitHub Actions, Bitbucket Pipelines, Vercel
Quality & Observability: Playwright, Cypress, Jest, React Testing Library, OpenTelemetry, Datadog

EDUCATION

Prime Digital Academy | Minneapolis, MN
Full Stack Software Engineering Certification

University of Minnesota - Twin Cities | Minneapolis, MN
Major in Urban Infrastructure and Environment