

David Efhan

Frontend Platform Engineer

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Frontend Platform Engineer with 6+ years of experience building scalable design systems and CMS-driven platforms using React and TypeScript.

Specialized in content-driven web platforms and marketing infrastructure supporting global products (300M+ monthly users), with a focus on reusable systems, performance optimization, and developer experience.

Led migrations to headless CMS architectures and built UI platforms adopted across teams, enabling high-velocity content delivery at global scale.

EXPERIENCE

Blinkk, Remote — *UX Engineer*

August 2021 – Present

Clients (via Blinkk): Google Workspace, Google Maps Platform, Chronicle Security

Google Workspace

- Led design and development of automated migration tooling to transition 1000+ pages from a legacy CMS to Contentful, solving complex data model transformations and supporting 30+ languages, reducing manual migration effort into a scalable, repeatable system
- Built and evolved frontend platform systems in React/TypeScript supporting 300M+ monthly users, focusing on performance optimization, reliability, and reusable architecture
- Built and maintained CMS-to-web integrations using Node.js and Contentful APIs, enabling dynamic content delivery across globally distributed environments
- Defined and implemented reusable frontend architecture patterns and CMS integration standards, improving consistency and reducing duplication across teams
- Partnered with product, design, and localization teams to ensure accurate content mapping and consistency across regions, improving reliability of global content delivery

Google Maps Platform

- Played a key role in developing a modular design system for the Google Maps Platform marketing ecosystem, driving adoption across teams and improving UI consistency and development velocity for high-traffic pages
- Collaborated with stakeholders to scaffold marketing pages and define content structures, ensuring alignment between design, content strategy, and frontend implementation across global campaigns

Chronicle Security

- Led migration to a self-service content platform, enabling non-technical teams to independently manage content and launch campaigns without developer support, significantly increasing content velocity
- Built and maintained frontend systems to support scalable, self-service content workflows

Sae Design Group, Remote — *Web Developer*

Jun 2019 – Aug 2022

- Led migration from a traditional WordPress CMS to a headless architecture using Prismic, improving scalability, flexibility, and developer workflows
- Built performance-focused React and TypeScript applications, collaborating with design teams to deliver scalable, user-centric web experiences

Skills

Frontend: React, TypeScript, JavaScript

Backend: Node.js, APIs

CMS: Contentful, Prismic, Headless CMS

Focus Areas: Frontend Platform Architecture, Design Systems, Performance Optimization