

Robert Niemela

Front-End Engineer with 5 years building modern web applications, specializing in Vue.js SPAs backed by Laravel APIs. Experience spanning frontend architecture, API contract design, and product design, from framework selection through production delivery

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EXPERIENCE

UX Developer — *Stream Companies*

Dec 2025 - Present

- Sole frontend developer on a new SaaS product for automotive dealerships, built on an inherited legacy backend
- Established the frontend architecture: routing, styling, design tokens, and component patterns for the team
- Built a schema-driven form rendering eight input types from backend structure at runtime
- Authored the API specification and mocked data shapes so both sides could build in parallel
- Evaluated 10 frameworks against 6 criteria and made the case for Vue; also led product design

Software Engineer — *Goodwill of Central and Northern Arizona*

Jun 2022 - Apr 2025

- Led architecture for a YouTube learning portal (~1,000 videos) and a multistep intake flow, both full SPAs
- Migrated a PHP/jQuery monolith to modular Vue apps with Laravel REST APIs, released behind feature flags
- Refactored ~8,000 lines of Sass into a modular design system with Design
- Repaired a broken Cypress setup and resolved Eloquent and Webpack performance issues

Developer — *Chapman Automotive Group*

May 2021 - Apr 2022

- Built pixel-accurate interfaces from Figma designs using Nuxt.js, Vue, and Sass, integrated with REST APIs via Axios
- Expanded vehicle inventory filtering and strengthened the codebase with TypeScript and Jest unit tests.

PROJECTS

Somni — *AI Personality Analysis App* - somni.quest - 2025

- Designed and built a full-stack application end to end: quiz logic, AI-generated analysis, user accounts, and paid access
- Firebase auth and database, Netlify Functions, OpenAI API, Stripe payment

Firecrackers AZ Softball League — firecrackersaz.com - 2025

- Full website redesign and rebuild; owned requirements, design, development, and deployment, with a content architecture non-technical staff could maintain

Frontend

Vue.js (2 & 3)
Nuxt.js
JavaScript (ES6+)
TypeScript
HTML5
CSS3
Sass
Tailwind
Bootstrap
Pinia
Vue Router
Vuelidate
Axios

Backend & Data

Laravel
Inertia.js
PHP
MySQL
Eloquent
REST API design

Tooling & Testing

Cypress
Jest
Webpack
Vite
Git
CI/CD
Jira
Postman
Figma

Education

A.A.S. in Web Design
Mesa Community
College
Aug 2018 - May 2020

Certifications

Foundational
Leadership Academy
Goodwill
Apr 2024