

ALFREDO MORALES

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 [LinkedIn](#) |  [GitHub](#) | <https://freedomora.com>

SKILLS

Languages: Typescript, JavaScript, C++, SQL, Java, Python

Databases: PostgreSQL, MySQL, MongoDB

CI/CD: GitHub Actions, Render, S3, RDS, Vercel, Vite

Frameworks/Env: React/React Native, Node.js, Next.js,

Express, Redux, Zustand, Tailwind, Material-UI, Figma,

Recharts, FullStory, i18next, Jest, Playwright, Cypress, XCode

WORK EXPERIENCE

Wildfire Systems, Inc - Series B fintech startup, white-label loyalty platform

Remote

Software Engineer

Mar 2024 – Present

- Manage and maintain 50+ client repositories, delivering Chrome, desktop, and mobile Safari extensions used by 2M+ users, spanning core platform infrastructure, partner integrations, testing frameworks, and production support.
- Championed the adoption of Playwright, transforming a failing Cypress-based suite into a reliable, comprehensive test pipeline. Trained the team on the new framework, improving developer velocity and reducing regressions, which led directly to more dependable releases, lower support burden, and increased trust from partners and product leadership.
- Oversaw full lifecycle builds for partner extensions including HP, Givebacks, Acorns, Mission Lane, Citi, and KashKick, guiding technical design, development, and cross-team alignment. Delivered UI, core logic, auth flows, theming, analytics, and API integrations while leading multi-browser compatibility efforts and fast-turnaround production resolutions.
- Led the end-to-end development and launch of [Citi Shop Day's](#) primary marketing page. A key asset in a high-impact campaign to drive Citi Shop extension adoption. Took high-level goals and translated them into focused deliverables, while coordinating across design and engineering teams and managing delivery through production deployment.

TracFlo - Series seed startup, construction fintech

New York, NY

Software Engineer II

Sep 2023 – Feb 2024

- Led the development and successful deployment of client-facing tools within the company's web and mobile application, which resulted in enhancing user engagement by 35%, as measured by a significant uptick in average session duration and active users, verified with FullStory.
- Led the development of a daily production log and creation process that improved user engagement by 20% leading to a 15% increase in customer retention. Led planning, design, and delivery while collaborating with stakeholders to align business and execution goals
- Delegated tasks and applied agile/scrum principles to efficiently break down work, ensuring effective sprint cycles and on-time software product delivery.

Software Engineer I

Jan 2022 – Aug 2023

- Worked with stakeholders to identify, fill gaps in dev requirements, and meet the needs of users in the construction management industry, while collaborating with a team of 3 developers to build high-performance, scalable full-stack web and mobile applications.
- Developed features and spikes in collaboration with UX designers and product managers throughout the entire rebuilding process of the main web application, engaging with client/stakeholders, overseeing design and wireframe creation.
- Led the end-to-end development and deployment of robust API endpoints using Typescript and Node.js, collaborating cross-functionally to design RESTful architectures. Implemented scalable solutions, optimizing data retrieval and system performance, while ensuring comprehensive documentation and adherence to security protocols.
- Created comprehensive end-to-end integration test suites to validate functionality, cover edge cases. and ensure the reliability and accuracy of the system.

CERTIFICATES

In the Lab Product Management, Product Manager Apprentice

Aug 2023 – Dec 2023

- Developed the MVP of a traveler application designed to facilitate storage and delivery of luggage for tourists. Analyzed the problem space by doing primary market research, including interviews and competitor overview.

VOLUNTEER

CUNY Tech Prep, Mock Technical Interviewer

Jan 2024 – Present

- Prepare students for technical interviews with emphasis on object-oriented programming. Support cohort selection by interviewing applicants and lead panels that foster career growth through guidance, networking, and shared experience.

EDUCATION

Hunter College, City University of New York (CUNY)

Bachelor of Arts in Computer Science

New York, NY

May 2021