

# Franco Waisfeld

Software Engineer 📍 San Diego, California

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Combining my experience as a Founder and Full Stack Software Engineer specializing in the Node.js and React ecosystem, I bring a unique perspective to tech companies. I excel at creating products that drive customer retention while balancing business priorities and engineering decisions. My background enables me to bridge the gap between technical requirements and customer demands, resulting in scalable applications that users want.

## Skills

### Backend

Node.js, Express, Go, Ruby, Sinatra, PostgreSQL, MongoDB, GraphQL, REST APIs

### Cloud

AWS (EC2, S3, Lambdas), Cloudflare (workers, Durable Objects), Digital Ocean, Heroku, fly.io

### Frontend

JavaScript, TypeScript, React, Next.js, React Native, jQuery, Handlebars.js, Tailwind, HTML, CSS

### Other

Git / Github, bash, HTTP, WebSockets, Jest, OOP, Nginx, Postman

## Experience

**Software Engineer, Syncosaurus** - framework for real-time collaborative applications **Jan 2024 - present**

- Designed and implemented a multi-client syncing system to enable real-time and collaborative features including delta updates, optimistic UI updates, adaptable conflict resolution, and batching.
- Developed a syncing system that supports shared state between up to ~50 clients through WebSocket Connections. (React, JavaScript, Node.js)
- Researched tradeoffs of system architectures before building a backend consisting of Cloudflare edge workers and durable objects to support concurrent WebSocket connections and long-term persistent state storage. (JavaScript, Cloudflare Workers, Durable Objects, Websockets)
- Worked with a remote team of 4 engineers through daily standups, pair programming, and code reviews. (Git, GitHub)

**Software Engineer, Reveler** - a ticket marketplace for nightlife venues **Aug 2022 - Sep 2023**

- Implemented key features on the web Next.js application, enabling users to purchase, use, and manage their tickets (Next.js)
- Developed an admin dashboard for venue managers to log in, manage ticket offerings, and ensure real-time updates (Next.js)
- Interviewed customers and prospects to create product roadmap

**Software Engineer, Open-source projects** **May 2022 - Jan 2024**

- Webhook Gravity Well - Tool for receiving, testing, and debugging webhooks. (React, Node.js, Express, MongoDB, Digital Ocean Droplet, Nginx)
- smartCart - eCommerce shopping cart. (React, Express, Node.js, MongoDB)
- Todo List - Application for managing todo lists. (Ruby, Sinatra, ERB, PostgreSQL)

**Marketing Strategist, The Hire Talent** - SaaS for hiring better employees **Sep 2019 - Jan 2021**

- Increased sales qualified leads by 72% as the only full-time marketing employee.
- Managed ad spend of \$20,000 a month across Google Search, LinkedIn, and Facebook.
- Rewrote copy for the entire website, resulting in a 31% increase in conversion rates.

**Founder, Nova Crate** - ecommerce store in the Household products niche **Mar 2018 - Aug 2019**

- Scaled to \$30,000 a month in revenue
- Managed ad spend of over \$10,000 a month
- Converted 4.2% of website visitors into buyers

## Education

**Launch School**  **Nov 2021 - April 2024**

Software Engineering & Full-Stack Web Development

Multi-year, mastery based curriculum teaching software engineering from first principles