

RYAN PASTORELLE

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PRINCIPAL SOFTWARE ENGINEER

Highly productive, top-performer, with unique blend of technical proficiency, strategic vision and problem-solving skills. Known for an ability to tackle ambitious projects with a commitment to quality and timeliness. Collaborative approach with stakeholders and product-driven mindset ensure the delivery of solutions that precisely meet business needs. Exceptional leader, excels in organization and creativity. Committed to exploring new technologies, facilitating technical discussions & driving critical decisions to contribute significantly to technology platforms. Excels at planning, execution, & delivery of fullstack development projects, including setting project milestones, managing timelines, & coordinating resources.

- Executed technical planning, architecture, and implementation of add-on products for subscription box platform, leading to 30% surge in Average Order Value (AOV).
- Coordinated operations for architecture and release of two React Native mobile apps, distributed across both Apple and Android app stores.
- Developed configurable Alexa skills for listener-driven radio companies, facilitating increased revenue through such innovative product offerings

CORE COMPETENCIES

Fullstack Architecture & Development • User Experience • Performance Optimization • API & DB Design
Project Leadership • Team Leadership • Product Development • Agile Methodologies • Code Reviews • SEO
A/B Testing • Quality Assurance (QA) • Stakeholder Collaboration • Scalability • Mobile App Development
Cross-functional Liaison • Technical Roadmap Planning & Execution • E-commerce Marketplace Integration
Conversion Rate Optimization (CRO) • Continuous Integration/Delivery (CI/CD) • Codebase Improvement

PROFICIENT TECHNICAL SKILLS

JavaScript • React/React Native • Node.js • Python • PHP • Git • Webpack • Frontend Build Tools
SQL • PostgreSQL • MySQL • NoSQL • GraphQL • REST APIs • AWS • Kubernetes • Jenkins • Jest • CI/CD
HTML/CSS • Database Migrations • Data Storage • Email Lifecycle Marketing • SaaS • SEO • Backbone.js
Shopify Apps & Themes • CMS • Mobile-first development • JavaScript Frameworks • Flask

PROFESSIONAL EXPERIENCE

Cratejoy, Austin, TX & Remote

2017 - 2024

Principal Software Engineer (2022-2024)

Staff Engineer (2020-2022) • Sr. Engineer III (2019-2020) • Sr. Engineer (2017-2019)

Drive success and collaborative development of crucial buyer-facing features for e-commerce marketplace. Enhanced product reviews, personalized A.I. powered recommendations, email notifications, and robust multi-seller cart system, encompassing fullstack work on database design, APIs, and seamless integrations. Adapted skill sets to align with evolving business needs.

- Distinguished as highly effective & efficient engineer, propelling to four promotions in six years.
- Orchestrated collaborative initiatives on 150+ hours/month of projects with external agencies.
- Manage a high-performing team of four engineers including hiring, onboarding, roadmapping and mentoring, instilling efficiency, collaboration and delivering high-quality work.
- Championed strategic initiatives geared steering conversion rates improvements using A/B testing, and driving performance enhancements resulting in 230% increase in page speed.
- Ensured successful feature launches through data-driven development, robust automation, unit & integration testing and constant user experience review sessions.
- Led transition of entire e-commerce marketplace to modern ReactJS, server-side rendered application with front-end build process to improve the team's velocity by 50%.

Futuri Media, Cleveland, OH **Senior Front-End Developer**

2016 - 2017

Collaborated with dynamic team to efficiently maintain, enhance & expand diverse portfolio of web & mobile applications for listener-driven radio platforms.

- Created multiple React Native mobile apps, delivering user-friendly mobile solutions while meeting both technical and business objectives for many high profile clients such as Cox Media Group & iHeart Radio stations.
- Acquired expertise learning, architecting, and developing versatile set of Alexa Skills, contributing to expanding company's presence in voice technology space.

Tackk, Cleveland, OH **Lead Developer**

2012 - 2016

Led team of five in conceptualization, development and launch of Tackk.com. Planned and documented technical specifications for features, demonstrating effective leadership skills.

- Spearheaded development & launch of SQUAD mobile app becoming proficient at React Native, catering to both Android & iOS platforms.
- Traveled cross-country to California, leveraging networking opportunities & gaining exposure to the Bay Area tech scene working alongside co-founding partners of Silicon Valley start-ups.

SyncShow Interactive, Rocky River, OH **Senior Web Developer**

2009 - 2012

Served as a key liaison between clients & development to discern project requirements accurately. Formulated precise timeframes to adhere to project deadlines effectively.

- Assumed leadership role in development & maintenance of critical features for SyncShow™ Website Management System from concept to delivery, ensuring each project's success.
- Collaborated closely with CTO to provide valuable expertise, strategizing roadmap initiatives, overseeing feature development, and applying architectural enhancements.

ADDITIONAL EXPERIENCE

Web Developer, IdeaStar, Independence, OH

Web Developer, Integrated Marketing Technologies, Brunswick, OH

Webmaster, Designer & Developer, Key Profits Fundraising, Brunswick, OH

Programming Intern, The Electric Quilt, Bowling Green, OH

SIDE PROJECTS & HOBBIES

HowFastDoYouType.com: Designed using CSS3 Animations, HTML5 & JavaScript module patterns.

CLEFoodBlog & Banerelle.com: Custom ReactJS/PHP Boilerplate API with gulp build system.

Commissioner.club: Simple Create React App using the Google API to leverage a Google Sheet as a CMS.

Draftlottery.site: Minimalist localStorage & Offline Web app to conduct a fantasy football draft lottery.

EDUCATION

Bachelor of Science in Computer Science, Bowling Green State University, Bowling Green, OH

PROFESSIONAL DEVELOPMENT

- **Amazon Hello Alexa Training**, Los Angeles, CA
- **StartX Accelerator Program, Summer**, Stanford, CA
- **Ohio District Technology Chair**, Circle K International