

Tzvi Friedman (pronounced Ts-vee)

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Product focused Software Engineering leader specializing in building diverse and efficient teams to deliver high quality software utilizing modern web frameworks, tooling, and technologies. Adept in implementing processes that increase productivity and accomplish organizational goals. Collaborative leader experienced in managing and supporting multi-disciplinary software development teams.

AREAS OF EXPERTISE

Recruiting | Software Engineering | Leadership | Career Development | DevOps
Product Development | Technical Analysis | Project Planning | Process Improvement

PROFESSIONAL EXPERIENCE

Meta

April 2021 – Aug 2023

Engineering Manager

Managed 2 full-stack teams of 4+ software engineers focused on building and maintaining 50+ services to support email, SMS, voice, and social channel integrations for the Kustomer CRM platform.

- Identified, recruited, and **onboarded 5 new engineers** to the teams and assisted other teams in their staffing efforts by screening applicants and conducting sell calls.
- Conducted weekly 1:1's with each member of the team and provided feedback and mentorship on career development, code quality, and software engineering best practices. Supported team members career growth through promotions and direct feedback resulting in the **promotion of 4 engineers**.
- Implemented processes and procedures to organize the team to support Kustomer's ongoing ARR and scalability goals. Identified issues that were slowing the team down and implemented a plan to **improve efficiency by 150%**.
- Participated in the on-call rotation and improved product quality by submitting code changes and scripts to fix bugs, improve efficiency, and fix product inconsistencies. Collaborated with product leadership to prioritize bug fixes to improve quality and time to delivery, resulting in a **75% reduction in new bug reports**.
- Contributed to new features for the platform such as proactive chat, improved spam identification, and an AI Chatbot emulator utilizing a Typescript/React frontend on top of Node.js based microservices deployed to AWS.

Northwestern Mutual

June 2018 – April 2021

Assistant Director

Led 30+ engineers over 4 teams to build the user interface for proprietary financial planning software.

- Collaborated with Senior leadership, Product, and Design to provide technical analysis and advice for ongoing and future features and **formulate an ongoing 6 month plan** for adding and upgrading the firm's financial planning application for deployment to financial representatives.
- Directed DevOps, Continuous Integration, Application Lifecycle Monitoring, and testing efforts to ensure a robust, resilient, and highly available application. Led an initiative to improve build pipelines and developer productivity through the use of Docker and a novel micro-frontend architecture, resulting in a **300% reduction in build times**.
- Triage bugs and monitored production deployments for anomalies. Reviewed merge requests for correctness, code quality standards and suggested improvements.

**Learnvest / Northwestern Mutual
Senior Software Engineer****March 2016 - June 2018**

Developed and implemented a plan to modernize an existing Financial Planning front-end web app to use modern JavaScript libraries such as React/Redux and build tools such as Webpack and Babel.

- Assisted junior engineers and reviewed code to ensure quality and consistency.
- Built form-based data collection screens to input personal and financial information to assist with the creation of automated financial planning and assisted junior engineers and reviewed code to ensure quality and consistency.
- Implemented a testing framework for the web application using Webdriver.io to provide end-to-end testing capabilities and enhanced existing code quality using ESLint and Mocha / Jest based unit tests.

**Morgan Stanley
Associate****August 2014 - March 2016**

Designed and implemented a data processing framework in Java 8 for processing millions of lines of daily positional data to produce regulatory reports for submission to UK regulatory agencies.

- Created a Web based Scala REPL and IDE to allow users to interact with Scala with minimal setup using jQuery, Angular, and Bootstrap.
- Wrote a web application to display and manipulate information about financial products, pricing, and foreign exchange rates using Highcharts graphs for displaying historical pricing information, and a Java/ Spring backend.

Friedman PE**August 2010 - August 2014**

Created and administered a custom application, with a Visual Basic 6 front-end and SQL Server backend for an Architectural/Engineering firm.

- Added features such as automatic updates of job status from the New York City Department of Buildings website, MS Word Integration, search, and file management.

**The Voice of Lakewood
Software Engineer (Contract)****Jan 2008 - September 2008**

Designed, and developed a custom Microsoft SQL Server database with a VB.NET front-end for a local magazine. Implemented a Quickbooks and credit card processing integrations, to enable the company to create invoices, accounts payables, and generate reports.

TECHNICAL SKILLS

Languages: Java Scala JavaScript Typescript Python C++ C#

Data & Infrastructure: AWS Kubernetes Terraform Docker MongoDB Redis SQL

Web Development: Node.js React/Redux JavaScript Typescript

EDUCATION

Master of Computer Science

Stevens Institute of Technology