

Summary

Senior SWE/SRE with 16 years of experience building and operating reliable PaaS/SaaS from seed to enterprise. Architected reliable, mission-critical systems from launch to hundreds of thousands of requests/day and later supported platforms handling tens of millions of requests/day. Proficient in modern programming languages and procedures, multiple cloud platforms, and SRE practices (observability, incident response, standards adoption).

Experience

Consulting Engineer, **Blacks Media**

remote, Dec 2024 — July 2025

- Cut SQL prototyping, data analysis, and debugging from **days** to **hours** by building a **project-specific GPT** grounded in the team's models, log schema, and datasets.
- Replaced 1/7/14-day usage/conversion rollups with full-history reporting over **10M+ rows** while maintaining baseline response times and simplifying maintenance — by reducing joins, centralizing models and adding caching (Athena/Iceberg/CloudFront logs/Metabase).

Software Reliability Engineer 3, **VMware**

remote, Jan 2020 — Dec 2023

- Standardized ops visibility across Tanzu, collaborating with **20** microservice teams to define **SLIs & error budgets**, producing a single-pane dashboard with ~200 charts and ~60 **SLIs**.
- Productize dashboard approach with **dashboards-as-code (Terraform)** — authored 6 reusable modules and maintained the Wavefront Terraform provider and Go client so teams could self-serve.
- Provided Tanzu Mission Control continuous monitoring against its **99.99% SLO** by building and operating a **Kubernetes** cluster running custom SLI probes/controllers that emitted metrics to Wavefront (**time-series DB**). (Kustomize/GitOps, Vault, Python and kubebuilder)
- Drove cross-service **incident triage** for Tanzu microservice teams, resolving a dozen "no-owner" incidents by leading RCAs and handing off results to service teams and their leadership.
- Led Pivotal Web Services' sunset — offboarding **hundreds of thousands of users** and reduced PaaS run-rate by ~\$1M/month — by planning cutovers/comms and sequencing cohort removals on **AWS/Cloud Foundry**.

Senior Software Engineer, **Pivotal (acquired by VMware)**

in-office, Feb 2018 — Jan 2020

- Gave 6 cohorts of 6–8 new engineers an operations baseline to apply on their microservice teams by facilitating a week-long **onboarding curriculum** built around the PaaS our customers ran.
- Enhanced team performance for 8 teams by increasing **psychological safety** (Google's Project Aristotle) by volunteering to moderate team-building exercises based on Spotify's Squad Health Check (SHC).
- Invited to participate in the company's NYC-based SHC knowledge-share, collaborating with other facilitators on processes to improve company-wide practice.
- Sustained Pivotal Web Services at a **99.95% SLO** across thousands of nodes and dozens of services while deploying weekly updates — by enforcing CI gates, canary node pools, quick rollbacks, dashboards & alerts (**Datadog/PagerDuty**), leading **incident responses** while updating runbooks and tooling.
- Maintained full-stack Billing & Account Management app and its CI/CD — pair programming full time to support hundreds of thousands of users' billing needs — through Rails feature development, migrations and CI/CD hardening.
- Maintained the platform's Ruby-based Usage service and its CI/CD, across dozens of versions of the platform by shipping features, updating dependencies and fixing customer/CI issues.

Consulting Software Engineer, **Textline**

in-office, Jun 2017 — Nov 2017

- Redesigned and rebuilt rigid billing system, enabling dozens of new pricing models by generalizing it into one that was able to bill on arbitrary Ruby objects/usage.

Senior Software Engineer, **Entelo**

in-office, Mar 2017 — Jun 2017

- Built a GitHub API-based worker for data pipeline — improving data freshness/coverage for **hundreds of millions** of candidate profiles using TDD and Ruby.

- Supported company growth — from seed (\$100K) to Series B (\$20M) — as primary architect, capacity planner, and on-call for the first 3 years.
- Enabled early investor demos and customer satisfaction — taking prototype **<40%** purchase reliability to **≥80%** in the first month — by replacing an alpha Python backend with a robust Ruby implementation.
- Increased checkout reliability to **99%** and reduced incident pages from **5–6/month** down to **fewer than one a month** — by adding idempotency, retries/backoff, adaptive polling, queues (SQS/**Kafka**), observability (**Datadog**/Honeybadger) and improving alert hygiene.
- Rightsized backend as users grew from tens of users per day to **tens of thousands** of users per day by implementing Ruby microservices on **AWS** (EC2, S3, Route 53).
- **Onboarded new engineers** — keeping time-to-first-commit within the first couple days — by providing early code reviews and code tours.
- Allowed non-technical teams to add hundreds of new venues with **thousands** of seats for multiple teams/performers and vendors by implementing JSON/regex-based adapter patterns.
- Delivered 8 vendor integrations and cut lead times from **months to days** by standardizing vendor microservice patterns.
- Grew the engineering team from a single engineer (myself) to 12, participating in hiring ICs, leads and directors.

Earlier Experience

- **Consultant, **Spiration****: Built a web form on Salesforce/Force.com — reducing data-entry errors to near zero — using a combination of Visualforce and JavaScript. (*remote, 2013*)
- **Cofounder, **Leadadvo****: Automated Craigslist listings for a dozen **realtors** — thousands of ads posted and verified per day — using Selenium, PhantomJS, dedicated proxy infrastructure, Handlebars and a Node.js backend on **AWS**. (*hybrid, 2010 — 2013*)

Personal Projects & Leadership

- **Game Hosting Platform, **Personal****: Built a web frontend on **GCP** that currently supports two headless games: Valheim and Barotrauma — collaborating with **ChatGPT** to produce Bash, systemd, Terraform and Packer-based tooling. <https://github.com/bwinter/baroboys> (2024)
- **Board Member, **Condo HOA****: Kept operations predictable and reserves aligned, achieving no unplanned special assessments, through collaborative budget and reserve planning with fellow directors and property management (Sep 2022 - Present)

Education

University of Washington, B.S. in Computer Science & Applied Mathematics

2006 — 2008

Skills

Languages: Ruby, Bash, SQL, Python, JavaScript, Go

Cloud & Infra: AWS (EC2, S3, IAM, Route 53, CloudWatch and more), Linux, Terraform, Docker, Kubernetes, Cloud Foundry, GCP, RESTful APIs

SRE & reliability: SLIs/SLOs, error budgets, incident response/RCAs/on-call, postmortems, incident command, TDD, CI/CD

Observability: Wavefront, Datadog, New Relic, PagerDuty, Elasticsearch, Fluent Bit, Metabase, Honeybadger; dashboards-as-code, performance profiling

Datastores: PostgreSQL, Redis, etcd, MongoDB

Mentorship: Pair Programming, informal technical leadership; mentor for many junior teammates