Wendy Dherin

Fullstack Senior Software Engineer with 10+ years of experience
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Technologies: Ruby on Rails, React, TypeScript, GraphQL, Tailwind CSS, Postgres, Docker, Heroku, JavaScript, Node.js, AWS, Scala, PHP, MySQL, Python, Pyramid
Key Strengths: Product-Led Growth · Cross-Functional Technical Leadership · Experimentation · Mentorship

Professional Experience

Senior Software Engineer | [Reforge](#)   **Jan 2021 - Oct 2024**
Reforge is an edtech platform for product-led growth teams. I joined as engineer #5 post-Series B and helped scale the product and team to ~75, including 6 months in engineering management.

- **Frontend Modernization & Architecture**: Upgraded a hybrid Rails / React multi-page app (~40% React entry-point pages) toward a unified single-page React architecture; introduced GraphQL, TypeScript, Tailwind CSS, and Storybook to improve performance, developer velocity, and reusable component development — foundational to platform scalability during rapid growth.
- **Public-Facing Platform Expansion & Marketing Site**: Helped lead expansion of the core product from login-only to a public-facing, UGC-driven surface with a CMS-backed marketing site (Sanity.io), unlocking SEO, habit loops, and TOFU experimentation capabilities.
- **SEO-Optimized Landing-Page System**: Led development of a framework for automated, SEO-optimized landing pages at scale — a key growth lever for top-of-funnel expansion in a product-led environment.
- **TOFU Onboarding & Experimentation**: Built and iterated on onboarding flows, collaborating cross-functionally to run experiments improving visitor-to-signup conversion and user activation.
- **Pricing Model Transformation**: Key contributor in shifting pricing from single-tier to multi-tier — a technically and cross-functionally complex effort across billing, entitlements, UX, and tooling, enabling Reforge to run monetization experiments and upsell strategies.

Tech Stack: Ruby on Rails, React, TypeScript, GraphQL, REST, Tailwind CSS, Postgres, Docker, Heroku

Software Engineer III | [Credit Karma](#)   **May 2016 - Mar 2020**
Credit Karma is a consumer fintech platform for personal finance and taxes. I was hired during its Series D growth phase and remained through its $7.1B acquisition by Intuit.

- **Experimentation Platform – Admin Tool**: Built the in-house experimentation admin app from scratch in React/Redux + PHP, gathering requirements from PMs, engineers, and data-science stakeholders to deliver a secure, self-serve tool — a key enabler of scalable, company-wide experimentation.
- **New Mortgage Product Build-Out**: Joined a new team to build a vertical from the ground up in Scala and React, including implementation of a user-data tracking system to ensure clean analytics for experimentation.
- **International Expansion & GDPR Compliance**: Relocated to Dublin to support Credit Karma's UK launch; helped recruit and onboard local engineers, and co-built the GDPR-compliant "Delete My Data" feature, coordinating deletion across multiple backend systems — enabling the company's expansion into regulated markets.

Tech Stack: React, Redux, TypeScript, GraphQL, Scala, PHP, MySQL, Docker

Software Engineer | [SurveyMonkey (now Momentive)](#)   **Feb 2015 - Apr 2016**
SurveyMonkey is a leading SaaS survey platform serving millions of global users. Joined during its Series C stage as the company was expanding international growth initiatives.

- **International Growth Pages:** Built dozens of mobile-first, responsive, cross-browser landing pages localized into dozens of languages, used for A/B testing to drive user acquisition in global markets.
- **Translation Tools:** Built a Python/Babel CLI tool to automate translation updates and a Python/RegEx build-verification test to detect outdated translations, reducing localization bugs and streamlining release cycles.

Education

University of California, Berkeley
Bachelor of Arts (BA), Slavic Languages and Literatures

Hackbright Academy, San Francisco
Intensive Fullstack Web Development Program