

Edwin Andres Aramburo

706.614.8446 | edwin.aramburo1@gmail.com | <https://linkedin.com/in/edwin-aramburo> | <https://github.com/earamburo>

EXPERIENCE

Senior Software Engineer

Inspire Brands | July 2024 – August 2025 | Atlanta, GA

- Built a [Next.js/SSR](#) storefront experience and design system component across 3 brands; Arby's, Sonic, and BuffaloWild Wings; improved LCP by 38% and lifted checkout conversion with a11y and performance fixes.
- Spearheaded performance optimization by improved frontend architecture for multi-brand, consumer facing platforms by decreasing load times by 30% via memoization, lazy loading, and bundle and dependency analysis..
- Improved and conducted rigorous unit and integration testing (Jest, React Testing Library) and optimized CI/CD pipelines to run automated tests, resolving pipeline failures and maintaining 95%+ coverage for core components.
- Collaborated with stakeholders and analysts to design and implement CTA experiments using Optimizely for A/B testing; tracking results through CRO metrics and iterating on new user flows to improve engagement and conversion performance

UX Engineer

NCR | July 2021 – July 2024 | Atlanta, GA

- Led a cross-functional team of 2 developers and 2 designers, overseeing project planning, code reviews, and design reviews on multiple projects across Banking, Retail, Payment, and Digital Services departments, ensuring time delivery and high-quality standards. <https://ncrvoyix.com>
- Developed and delivered a self-checkout configurator in React that generated 2k+ qualified leads and cut sales demo times by 30%; Hosted at NCR SCO 2024 conference
- Implemented SSR and edge caching for product pages and React applications to enhance technical documentation tools, improving SEO and user engagement across; docs.ncr.com
- Created component library with CI previews; reduced feature delivery time by 25% and UI defects by 40% release over release;
- Integrated and Designed semantic search which included embedding + filters for deals, menu items; improved search success by 25% ; Walmart and Starbucks

Full Stack Engineer

StudentBridge | July 2018 – June 2020 | Atlanta, GA

- Increased sales performance and customer service efficiency by 25% through content, rich media and interactive web applications.
- Enforced data web scraping bots(Python, Chromium) to acquire educational statistics, content and metrics to automate data entry processes into Excel and databases.
- Implemented custom internal tools for customer acquisition and feedback using Vue.js & Node.js

LANGUAGES, TOOLS & OTHERS

Programming Languages & Frameworks: TypeScript, React, React Native, Next.js, Javascript, Python, Vue.js

Design & Styling: Tailwind, SCSS, Bootstrap, Material UI, CSS, SCSS, Chart.js, Victory.js

State & Data Management: Redux, GraphQL, REST, Web APIs

Testing & Deployment: Jest, React Testing Library, CI/CD, Looker, Excel, Chromium