



# ED MIRANDA

## FRONTEND ENGINEERING AND MANAGEMENT

Atlanta, GA

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## Highlights

Senior Engineer and Manager with 12 years of experience building and driving teams to build innovative frontend solutions across diverse industries including National Media Broadcasting, Healthcare, HR Digital Transformation, Investment Management, and Financial Services.

- Frontend Engineering Manager and led a team of frontend engineers to build key features into Aladdin Wealth, part of the larger Aladdin ecosystem, that helped secure two major EU clients that eventually increased client \$AUM in the billions.
- Lead Frontend Engineer for ConnectMe and helped build it (Enterprise SaaS product, and React Native mobile application) from MVP stages through to market launch, sold to eight customers (with 50k to 300k users per customer), and finally sold to ServiceNow.
- Along with one architect, one designer, and one engineering manager, was the sole developer that built the main client facing web application, fully configurable and customizable, for Westwood One (a major radio company in New York), increasing their online presence, brand, and driving their business forward.

## Experience

BlackRock · Engineering Manager · Nov 2022 - Mar 2024 · Atlanta, GA

- 20% Technical / 80% Management
- Focused on feature building and feature improvements to Aladdin Wealth with complex requirements and feature requests from clients in a highly configurable application with over 30,000 lines of configuration.
- Directly managed a team of two associate engineers, two junior engineers, and one VP senior engineer. This included weekly 1-on-1s, objective setting, reviews, performance plans, and year end write-ups.
- Led all agile rituals as part of the development workflow, including standup, sprint planning, sprint review, and retrospectives with a team of over 10 engineers, 2 designers, 3 PMs.
- Alongside management of the team, held regular Technical, Design, and Product meetings as per the upcoming pipeline of requirements.

Deloitte · Lead Software Developer · Mar 2016 - Nov 2022 · Atlanta, GA

- 70% Technical / 30% Leadership
- Built a series of NLP applications, web chat, voice, and text, that integrated with Diagnostic Robotics, OneReach, and NPM modules to handle key scenarios during the height of the pandemic for major healthcare providers.
- SmartFactory | Manufacturing
  - Was a lead frontend developer that oversaw the building of first client facing applications for this larger ecosystem brought forth by Deloitte and Wichita State.
  - Built a supply chain quality interface using React and Grafana for real time monitoring.
- ConnectMe | HR Service Delivery (Enterprise SaaS, B2B)
  - This product included a javascript-based website that targeted employee engagement and a Salesforce backend that was used as a content management system, allowing admin users to configure the content visible to their employees.

- Was a lead frontend engineer in charge of migrating an angular application supported by a salesforce backend into a, at the time, newly released salesforce lightning application stack.
  - The whole application was built fully configurable from both the data presentation to the visual presentation sides, supporting drag and drop modules, theming, positioning, style encapsulation, open ended configurable attributes, and lazy loading.
- HealthChoice | State-Based Marketplace for Health Insurance (Cloud-based, SaaS, B2B2C)
    - Frontend Engineering Lead for a team of over 30 frontend developers both in the US, South America, and overseas.
    - The main task was to modernize a legacy healthcare application built in Struts over 15 years ago to a more modern look and feel. The way to tackle the task consisted of a combination of React micro frontends, headless cms application called Strapi to manage customizable content, full React overhauls where possible, and major refactors to the struts side of things.
    - We used Openshift to handle CI/CD and this was also a main focus point where I had to understand how to properly set up the releases and set up release scripts for different tasks and per configuration requirements.
    - The project involved having to do extensive PR review, documentation, establishing process, setting up guidelines and coding style guides, and conduct regular technical sessions with the rest of the team.

Cumulus Media · Web Developer · Feb 2013 - Mar 2016 · Atlanta, GA

- 100% Technical
- Contributed to internal legacy revamp projects aimed at enhancing sales processes.
- Played a key role in designing and developing multiple radio station websites, with notable projects including those for the prestigious Westwood One radio station group.
- Developed a CRM from scratch using Angular on the frontend, with a C# backend, and it was a notable improvement over the legacy CRM that the company had been pushing for Sales at the time.
- Feature improvements in countless radio station applications.

Cornerstone Media Group · Jr Web Developer · Jan 2012 - Feb 2013 · Lilburn, GA

- 100% Technical
- Part of a compact development team responsible for constructing websites tailored to small to medium-sized businesses.
- Held pivotal responsibilities in design, user experience, and frontend engineering.

## Education

Chattahoochee Technical College · AS · Computer Information Systems · Jan 2011 - Aug 2013

Tecnologico Americo Vesputio · BS · Modern Languages · Jan 2008 - Jun 2011

## Skills, Tools, Additional (not exhaustive list, just most used)

- Native in Spanish, English, JS, CSS, and HTML.
- UI: React, Lightning, Vue, Highcharts, Webpack, Vite, NPM, Gulp, Grunt, Typescript, SASS
- CI/CD: OpenShift, Azure, AWS, Jenkins.
- Storage: Postgres, Mongo, Aurora, MySQL
- Design: Figma, Sketch, Photoshop, Illustrator, Miro
- All in Ones: Wordpress, Magento, Joomla, Shopify