Eduardo Ruiz Macias
Senior Software Developer

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PROFESSIONAL SUMMARY

I'm a remote **Software Developer** working from **Colima, México** (CST) with 12+ years of experience creating products that make an impact on revenue and conversion rates for agencies, startups, and large SaaS companies in the travel industry. I specialize in **CSS** and **JavaScript** frameworks, focusing on **accessibility**, **localization**, and **responsive design**. I write clean, efficient code and use automated **E2E testing** and **unit tests**. My tech stack includes **React**, **Redux**, **Node**, **TypeScript**, **REST**, and **GraphQL**. I've built various web applications, from simple pages to isomorphic apps. I'm a quick learner and always open to integrating with new technologies.

WORK EXPERIENCE

Senior Software Developer at *Transcarent*   JAN 2022 – PRESENT

- Developed **Behavioral Health** solution using **React**, **NextJS**, **TypeScript**, **GraphQL**, and **React Testing Library** to improve user experience, access to care, and clinical outcomes while reducing Total Cost of Care
- Redesigned components to comply with **WCAG 2.1 AA** standards
- Created mobile **SSO** solution for providers without deep-linking support

Senior Software Developer at *OpenTable*   AUG 2017 – DEC 2021

- Migrated legacy jQuery-based application to an isomorphic, responsive, cross-browser compatible, and accessibility-compliant app using **React**, **Redux**, **Express**, **Cypress**, **GraphQL**, and **REST** with minimal downtime
- Collaborated with product and UX/UI design teams to improve the platform and launch new products through **A/B testing**, resulting in up to **2,700% increase in conversion** and **12% incremental revenue**
- Used the COVID-19 pandemic as an opportunity to pay off technical debt and explore new markets, leading to the development of new products

Senior Front End Developer at *Atlassian* OCT 2016 – JUN 2017

- Developed **Trello Power-Ups** for [Bitbucket](), [JIRA](), and [Confluence]() using **JavaScript**, **SCSS**, and **Webpack** to attach branches, commits, and pull requests to cards and provide real-time status updates
- Assisted in developing a video collaboration Power-Up using **React** and **OneSignal** for push notifications, powered by the **Atlassian Video Service**
- Worked with **Atlassian Connect Express** to streamline the process of creating Atlassian products

Senior Front End Developer at *Encora Labs* JAN 2016 – SEP 2016

- Maintained, updated, and improved an **Angular** app called [Planning with Cards](), which uses the Planning Poker technique to estimate tasks
- Developed an in-house Knowledge Management platform using **React**

Front End Developer at *Switchfly* MAR 2013 – DEC 2015

- Developed a user-friendly booking platform for call center travel agents, reducing onboarding time from six months to a few weeks
- Migrated Front End stack from **FreeMarker** to **Ember**, implementing **TDD** with **Mocha**, **Jasmine**, and **Chai**
- Mentored and trained new hires and assisted developers in learning **Ember**
- Ensured compliance with security standards (**PCI-DSS**)

Junior Front End Developer at *Tangosource* AUG 2010 – FEB 2013

- Developed web applications for various markets, including simple static sites, **WordPress** templates, and complex **Single Page Applications** (SPAs) using technologies like **Node**, **Ruby on Rails**, **Backbone**, **SproutCore**, and **jQuery**
- Trained a small team of juniors and interns in **JavaScript**

EDUCATION

Facultad de Telemática, Universidad de Colima 2006 – 2010
Bachelor's Degree in Telematics Engineering Colima, México

Bachillerato Técnico No. 1, Universidad de Colima 2003 – 2006
Associate Degree as Technical Programmer Analyst Colima, México