Eduardo Ruiz Macias
Senior Software Developer

eduarbo@gmail.com | github.com/eduarbo

PROFESSIONAL SUMMARY

Senior Software Developer based in **Colima, México** (Remote - CST), with 14+ years of experience specializing in front-end development and building scalable, user-focused web applications. Skilled in **React**, **TypeScript**, **Node**, **Redux**, **Next.js**, **GraphQL**, and **REST**, with extensive experience implementing solutions for **accessibility** (WCAG 2.1 AA), **localization**, **responsive design**, and thorough **testing** (unit, integration, E2E). Proven track record of delivering impactful projects across healthcare, SaaS, travel, and online booking platforms, driving significant improvements in conversion rates and revenue. Quick learner, adaptable, and experienced working remotely in diverse, cross-functional teams.

WORK EXPERIENCE

Senior Software Developer at *Transcarent* (*via Encora*)   JAN 2022 – PRESENT

- Contributed to the development and improvement of core products across the consumer-facing and admin-facing applications using **React**, **NextJS**, **TypeScript**, **GraphQL**, and **React Testing Library** to enhance user experience, expand access to care, support clients and care teams, and help reduce Total Cost of Care
- Redesigned components to comply with **WCAG 2.1 AA** standards
- Built a scalable **Stripe-based cost-sharing system** for flexible client billing scenarios
- Implemented dynamic client campaign modals with **Contentful** integration, handling multiple active campaigns while ensuring only one is shown at a time

Senior Software Developer at *OpenTable* (*via Encora*)   AUG 2017 – DEC 2021

- Migrated legacy jQuery-based applications into responsive, accessible **React** apps using **Redux**, **GraphQL**, **Express**, and **Cypress**, minimizing downtime.
- Collaborated with product and UX/UI teams on features driving **up to 2700% conversion increases** and **12% incremental revenue** via **A/B testing**.
- Led technical debt resolution and product innovation during the COVID-19 pandemic.

Senior Front End Developer at *Atlassian* (*via Encora*)   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**
- Used **Atlassian Connect Express** to simplify and accelerate the development of Atlassian integrations

Senior Front End Developer at *Encora Innovation 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* (*via Encora*)   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**)

Front End Developer at *Tango*   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*