

# Alex Juan Juy *Full-Stack Software Engineer*

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## Technical Skills

### Front End

TypeScript, JavaScript, React, Redux, Context hooks, HTML/CSS, Polaris, Liquid, Tailwind, Vite, Next.js (SSR)

### Back End/Database

Node.js, Apollo/GraphQL, PostgreSQL, Express, MongoDB, Django, Python, Ruby, Go

### Other

Git, Docker, AWS, Feature Flags, NPM/Yarn, Jest, Playwright, Redis, Heroku, ngrok, API integration

## Professional Experience

### Full-Stack Software Engineer, *ReKeepIt*

09/2023 – 01/2024

A Shopify extension that enables merchants to offer customers the ability to forgo returns for a discount

*Technologies: React, Polaris, Liquid, Python, Django, GraphQL, Postgres, Shopify, Ruby, ngrok, Klaviyo, Heroku*

- Played a pivotal role in the early-stage development, focusing on creating discount options and enhancing user experience for both merchants and customers in a pre-seed startup environment (*React, Ruby, Python, Django*)
- Led front-end development projects, driving significant improvements in user interface and experience, and tailoring solutions to meet evolving project needs in a dynamic startup setting (*React, Polaris, Liquid, Shopify*)
- Orchestrated a complete redesign of the merchant-facing admin control panel, focusing on intuitive navigation and efficient access to essential functionalities, enhancing merchant interaction and usability (*React, Polaris*)
- Revamped the merchant process for applying discounts to products, incorporating infinite scrolling, enhanced filtering, elegant display of additional information, and performance improvements (*React, Polaris*)
- Contributed to database design and architecture, drafting Entity-Relationship Diagrams (ERDs) and participating in discussions on data relationships and indexing to optimize for scalability, feasibility, and cost (*Postgres, GraphQL*)
- Authored Shopify Script Editor middleware to parse product data & apply discounts (*Ruby, Shopify*)
- Investigated and debugged issues related to the complexities of the Shopify app development ecosystem (*Shopify*)
- Composed several internal tech spec documents and external user-facing documentation (*Confluence, Docusaurus*)

### Full-Stack Software Engineer, *Shef* 📄

01/2023 – 07/2023

Shef is an online marketplace for local cooks to connect with customers in their community.

*Technologies: TypeScript, Node.js, React, GraphQL/Apollo, TailwindCSS, AWS, Postgres, and several third-party APIs.*

- Wrote, reviewed, and released changes daily to a production codebase serving ~900 chefs and ~4,000 orders weekly
- Designed and built customization feature, enabling users to personalize orders by adjusting spice levels and serving sizes, achieving an adoption rate of 67% in 4 weeks (+17% average order value) (*Typescript, React*)
- Enhanced the chef-to-consumer direct messaging service by implementing unread chat email notifications, moderation, and redirect suggestions by inferring customer message intent (*Typescript, React, Customer.io*)
- Built E2E tests for menu creation to simulate real user scenarios and maintain flow integrity (*Playwright*)
- Spearheaded A/B test to evaluate four distinct landing page variants to identify the most commonly resonating value props for consumers to optimize signup and order rates (*Typescript, React, Tailwind, Context hooks*)
- Translated product requirements and design mock-ups into actionable technical specifications, considering tradeoffs between functionality, performance, and scalability to facilitate seamless implementation by the engineering team

### Creator, Software Engineer, *Fána* ([fana-io.github.io](https://fana-io.github.io)) 📄

2022

Fána is an open-source feature flagging platform designed to accommodate testing in production by providing the capability to target specific subsets of users.

*Technologies: Node.js, React, Go, PostgreSQL, Redis, Docker, AWS*

- Designed architecture composed of a backend API, database, frontend dashboard, reverse proxy API service, Redis data layer, and software development kits (SDKs)
- Built SDKs, prioritizing protection of sensitive data sent to client-side apps by processing user information and flag rules in the reverse proxy prior to transmitting data to the browser (*Node, React*)
- Drafted developer-facing documentation for dashboard management & SDK configuration (*Docusaurus, Github pages*)
- Developed flag evaluation algorithm and validation unit tests by parsing combinations of logic conditions (*Node, Jest*)
- Authored technical case study on design challenges & decisions ([fana-io.github.io/case-study](https://fana-io.github.io/case-study)) 📄

### Ad Operations Solutions Specialist, *Hulu / Disney*

2019 – 2022

- Built automation tools designed to optimize workflows for over 80 Ad Ops team members (Excel, VBA, JS)
- Wrote detailed documentation for aforementioned tools and internal processes for reference and training
- Worked cross-functionally between Ad Ops and Engineering to troubleshoot and address platform issues
- Composed SQL queries across six tables, producing reports of normally inaccessible data (Datagrip/MariaDB)

## Education

**BA, Business Administration (Marketing), CSU Fullerton**

2011 – 2016