Alex Juan Juy *Full-Stack Software Engineer*

🔗 juanjuy.com   ⦿ juanjuy   ✉ alexjuanjuy@gmail.com   in juanjuy   ⦿ Los Angeles   ⚑ US Citizen

Technical Skills

Front End	Back End/Database	Other
TypeScript, JavaScript, React, Redux, HTML/CSS, Next.js (SSR)	Node.js, Apollo/GraphQL, PostgreSQL, Express, MongoDB	Git, Docker, AWS, Feature Flags, NPM/Yarn, Jest, Playwright

Professional Experience

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
- Collaborated with a small team to implement a robust 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)
- Enhanced the chef-to-consumer direct messaging service by implementing unread chat email notifications, moderation, and automating redirect suggestions by inferring customer message intent
- Streamlined the promotional code system by implementing automatic application and referral notifications
- Leveraged modern React form libraries and state management patterns to simplify the chef menu creation flow
- Built E2E tests in Playwright for menu creation to simulate real user scenarios and maintain flow integrity
- Created custom events for tracking user behavior to enable new marketing campaigns in Customer.io
- 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
- 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)* ↗   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) for React and Node.js
- Implemented Node.js and React 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
- Drafted developer-facing documentation for dashboard management and SDK configuration/usage
- Developed flag evaluation algorithm and validated via unit tests by parsing combinations of logic conditions
- Authored technical case study on design challenges & decisions (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)

Project Manager, *Centerfield Media*   2017 – 2019
- Coordinated design and engineering teams through ideation, review, development, QA, and launch processes
- Drafted and tracked detailed JIRA tickets for in-house and offshore teams across entire web dev pipeline

Education

Launch School ↗   2020 – 2022
Self-paced, mastery-based curriculum for full-stack software engineering

BA, Business Administration (Marketing), *CSU Fullerton*   2011 – 2016