

Joseph Cuffney

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EXPERIENCE

Sr. Software Engineer

Jun. 2018 - Present

Nike Valiant Labs.
Portland, OR

Cultivator.:

- Worked on a team to design and implement a robust scalable set of tools to create a curated NikeID shopping experience in a two sided creator driven marketplace.
- Worked closely with the team to set up and constantly improve a scalable and flexible system architecture which included serverless architecture models, react on aws elastic beanstalk, and lambda driven services.
- Worked with Nike's existing notification team to implement e-commerce and factory related emails to consumers via a java application and Salesforce.

Sr. Lead Full Stack Engineer

Aug. 2017 - Jun. 2018

Nike Innovation Accelerator.
Portland, OR

Tandem Personal Training.:

- Designed and implemented a subscription based service serving clients and personal trainers in the Portland metro area.
- Set up a scalable and flexible system architecture which included setting up Craft CMS on Elastic Beanstalk.
- Set up various AWS Lambda functions to handle payments and Stripe web hooks. - Implemented a two party payment system which included subscription invoicing, transfers, refunds, and automated subscription management.
- Worked closely with marketing and design team to iterate on content and A/B tests to increase conversion rates.
- Worked on a team to do project management tasks such as sprint planning, backlog grooming, and estimation.
- Worked closely with marketing and customer support teams to support acquisition efforts.

Technical Lead

Oct. 2015 - Aug. 2017

The Program PDX.
Portland, OR

- Took technical ownership of projects to deliver digital experiences utilizing a wide range of stacks including React/Redux, Express, Spring Boot, Middleman, and Craft.
- Oversaw the scoping, estimation, sprint planning, and implementation of projects while simultaneously contributing to the primary development of others.
- Worked with clients as well as project managers to improve processes and foster team growth and an environment of open communication and learning.
- Mentored other coworkers though problems with debugging and learning modern web technologies including but not limited to React/Redux.
- Worked developer operations tasks such as server configuration, environment setup, and continuous integration using of tools like Jenkins, Ansible, Docker, and Digital Ocean.

Nike: The Locker.:

- Worked on a team of 3 developers to create a React/Redux application that keeps track of Nike athlete's contact information, products, and preferences.

Red Bull: Express API.:

- Implemented a ExpressJS Node API for a Red Bull web experience with 100% test

coverage, data validation, and documentation generation.

Earn Your Name.:

- Implemented a Naive Bayes classifier for classifying users based on a set of training data into a set number of categories given their riding data pulled from Strava.
- created the front end web application using React/Redux.

Nike: Air Max Day CDP.:

- Implemented Spring Boot Java API to persist the applications voting with Redis.
- Created a static web experience to celebrate Nike Air Max's anniversary which was viewed over 10 million times.

Led Lenser: Led by Light.:

- Implemented static microsite with a strong focus on CSS3 transitions and aesthetics.
- Used Ruby's Middleman, Contentful, and web hooks to generate static page content.

Wasserman.:

- Worked on a team to implement CMS solution for Wasserman built on Docker, Craft CMS, and AWS. - Was responsible for writing 2 [PHP] craft cms plugins for both Twitter and Instagram integration into their news page.

Webpack Consulting

Contract

June 2016 - June 2016

Portland, OR

- Helped explain and implement a local startups VueJS webpack configuration and integrated it into their development and production build processes.
- Illustrated use of plugins such as BrowserSync, ExtractTextPlugin, and optimize for their builds
- Taught startup's developer the concept of webpack chunks and how they can help improve application performance. As a result this reduced their main bundle size by 50% and cut page load times in half across the application.

Freelance Developer

Discover Klamath.

Dec. 2016 - Present

Portland, OR

- Maintained and developed the Klamath county tourism website built on craft cms. - Improved SEO score to have the site show up on the first page of Google for desired keywords. - Configured infrastructure on AWS including automated deployment with TravisCI.

Web Developer Coop

Moog Inc.

Jan. 2014 - Aug. 2014

Buffalo, NY

- Developed a fault tree analysis web application which improved report quality, speed, and consistency and is now used across all US locations.
- Wrote a document parser to convert various file types to plain text which is then run through a report engine to save engineers up to a day of time per report.

EDUCATION

Rochester Institute of Technology., Rochester, NY

Bachelor of Science, Computer Science

GPA: 3.56

**COMPUTER
SKILLS**

Languages: Java, Python, JavaScript, SQL/TSQL, Go, C++, C, .NET (C#).

Dev Ops: AWS, Cloud Formation, Docker, Jenkins, Digital Ocean, Ansible.

Web Frameworks: React, Express, Struts 2, Spring, Django, Middleman, Craft CMS.

Testing Frameworks: Mocha, Chai, J Unit, Selenium.

Tools: Git, vi[m], Webpack, Tmux.

Development Processes: Agile development, Test-driven development.

E-commerce Platforms: Stripe, Shopify.

Marketing Tools: Intercom, Google Analytics, Google Optimize.

References

- Sean Kennedy - (503) 780-4542
- Reid Bloomquist - (503) 481-4844
- Dylan Smith - (503) 222-1442

More references available upon request.