Noriel Valdés Tech Lead | Software Engineer

Results-driven software engineer with 10 years of experience, a proven track record as a tech lead, a diverse skill set, a flexible and pragmatic approach to problem-solving, and a high standard of excellence.

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Work Experience

Northpass | *March 2021 → Present*
Senior Software Engineer — Integrations & Partnerships Tech Lead

- Leading a team of three engineers responsible for building and maintaining a vast suite of integrations between Northpass's Ruby on Rails codebase and our strategic partners in the SaaS space.
- Configured local development environments with Docker Compose, staging and production environments with Kubernetes, and continuous integration with Github Actions
- Migrated continuous integration for Northpass's microservices from CircleCI to Github Actions, as a result of repeated outages and service interruptions.
- Developed a credential customization engine, enabling customers to author fully branded certificates that their learners can earn.
- Optimized Northpass's webhooks engine to ensure prompt delivery of customer event data during application load spikes while expanding its capabilities by connecting it to course enrollment and learning path events.
- Enabled Northpass's custom Salesforce AppExchange application to retain historical course progress.
- Created a bespoke integration between the HackerRank Academy and ChurnZero, using AWS Glue and Lambda.
- Embedded the Workato workflow engine seamlessly into the Northpass product, leveraging existing webhooks and API endpoints to streamline the development process.
- Leveraged Workato's built-in connectors to rapidly deploy integrations that synchronize client learning data with Gainsight, Zendesk, and Iterable.
- Implemented a microservice that relays learning data events from Northpass's Apache Kafka cluster (an event data store) to customers' Hubspot accounts, using Amazon's Simple Queue System to keep the service asynchronous.

The Vitamin Shoppe | *January 2020 → March 2021*
Senior Software Engineer — Front-End Tech Lead

- Mentored a team of 20 engineers based in Mumbai on engineering principles like TDD, DRY, orthogonality, and idempotence.
- Ported the suite of marketing tags on vitaminshoppe.com from Signal to Google Tag Manager on an emergency basis after an unexpected change by Signal interrupted data flow.
- Choreographed sourcing of updated technical requirements and data flow validation with internal stakeholders and external providers, as part of the tag manager migration.
- Led a team consisting of three engineers, a quality analyst, and a product manager responsible for upgrading from AngularJS 1.5 to Angular 8 without interrupting ongoing feature development.
- Implemented a hybrid module approach with ngUpgrade, allowing the two versions of Angular to operate in tandem at runtime.
- Built a NodeJS middleware between Aptos One (POS) and JDA (ERP) which converted the incoming REST requests to XML payloads that JDA understood. The middleware was deployed using dockerhub and kubernetes.
- Automated the aggregation of data for consumption by in-store digital displays, enabling the stores team to avoid needing a tedious manual data collation process.

The Vitamin Shoppe | *February 2018 → January 2020*
Software Engineer — Front-End

- Introduced Typescript to the front-end stack of vitaminshoppe.com, providing instant validation of data formats being passed throughout the codebase.
- Converted the front-end application architecture from bare controllers and template-directives to reusable components and singleton services.
- Migrated the build process from RequireJS to Webpack, enabling us to lazy-load JS modules, CSS stylesheets, and HTML templates, thereby decreasing website load time.
- Established front-end coding standards with SonarJS and Prettier, enforced as part of the CI build.
- Implemented an automated front-end build process for vitaminshoppe.com, integrating RequireJS with Jenkins CI.

Century 21 Department Stores | *April 2016 → February 2018*
Software Engineer — eCommerce
- Implemented an application with Angular 5 and .NET Web API to facilitate financial record-keeping for a "Mystery Gift Card" marketing campaign.
- Put together a browser-based 360° virtual reality shopping experience for the 2017 Holiday Homepage Takeover.
- Integrated all the disparate reports and tools that IT had provided over the years into a Ruby on Rails app, including robust authentication and authorization, and a modern user experience.
- Developed a native iOS app for soliciting credit applications from customers on the sales floor, and used Mobileiron to manage the deployment of this app to 175 devices at 11 stores across 4 states.
- Created an application with AngularJS 1.4 and .NET Web API that allowed the eCommerce production team to edit multiple products at the same time, enabling merchandisers to complete a week's worth of one-by-one categorizations in less than 5 minutes.

Century 21 Department Stores | *January 2015 → April 2016*
UI/UX Technical Manager — eCommerce
- Facilitated and enabled the day-to-day operations of the Web Production team.
- Implemented a series of scripts and applications to automate the transition between platforms for business users.
- Documented all production and post-production workflows on the legacy Coldfusion platform for migration.
- Managed, from technical and procedural perspective, the re-platforming of c21stores.com to Ruby on Rails.

Century 21 Department Stores | *December 2013 → January 2015*
UI/UX Requirements Engineer — eCommerce
- Elicited business requirements from stakeholders.
- Formalized business requirements into specification documents containing a combination of functional/non-functional requirements, and UI/UX wireframes, mockups, and comps.
- Ensured that deliverables complied with functional requirements.

The Frick Collection | *June 2013 → December 2013*
Software Engineer — iOS
- Implemented the UI for a cross-platform (Adobe AIR) mobile app, adhering to the iOS 7 HIG.
- Also served as Business Analyst and Project Manager for the team.

Education

Stevens Institute of Technology | *Aug 2013 → Dec 2017*
Master of Science: Enterprise and Cloud Computing

Stevens Institute of Technology | *Aug 2008 → May 2013*
Bachelor of Arts: Music & Technology
Minor: Computer Science

Skills

Programming Languages and Libraries: Ruby on Rails, Javascript, Angular, NodeJS, React, Python, Swift, C#
Engineering: Test-Driven Development, Clean Code, Domain-Driven Design
Spoken Languages: Natively fluent in both English and Spanish