

Regina Serrano

Full Stack / Front End Engineer



Atlanta, GA

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Professional Experience

- 10/2023 – present **Frontend & Mobile Engineer, EventBrite**
- **Led A/B Testing Initiatives:** Optimized user experience and strategized testing approaches to increase user engagement and conversion rates on high traffic surfaces.
 - **Mobile App Redesign:** Key player in an ambitious overhaul of the existing mobile app experience, implementing React Native application, tracking, testing suites, and optimization for both iOS and Android surfaces.
 - **Incident Management:** Facilitated incident investigation and escalation for high-impact bugs, leading collaboration between teams for investigating, fixing, and deploying time sensitive solutions.
 - **Web Optimization:** Monitored and improved accessibility, CWVs, and SEO using Lighthouse, Lumar, and Datadog.
- 02/2022 – 07/2023 **Fullstack Engineer, BombBomb**
- **Product Development:** Designed, prototyped, and iterated on the company's flagship product that generated over \$1M in the sales pipeline.
 - **Fullstack Development:** Maintained data-intensive React applications, reusable component libraries, RESTful APIs, and back end logic for data storage, manipulation, and retrieval.
 - **Testing and Quality:** Implemented unit and integration tests, leveraged TDD methodologies to enhance code quality and bug detection.
 - **Cross Functional Collaboration:** Collaborated with various teams to architect and deliver robust solutions for legacy services and product development.
 - **Code Migration:** Migrated legacy PHP code to modern React applications, Oracle data store to Postgres, and legacy payment systems to Chargebee.
- 08/2021 – 01/2022 **Fullstack Engineer, Lodge**
- **Tool Development:** Designed and built an open-source, comprehensive logging framework based on the Elastic stack, a CLI tool to configure deployment, and published it as an NPM package.
 - **Automated Deployment:** Automated deployment of Elasticsearch, Logstash, Kibana nodes, and Kafka brokers across multiple availability zones in AWS.
 - **Cluster Optimization:** Optimized clusters for fault tolerance and redundancy against traffic spikes and interruption of service.

Skills

Frontend: Javascript, React (Redux, Router, DnD), Jest, TypeScript, jQuery, MVC, HTML, CSS, SCSS

Backend / Database: Node.js, Php, PHPUnit, Express, NGINX, RESTful API Design, PostgreSQL, Oracle, MySQL, SQLite, MongoDB

Misc: Git, Unit Testing, Integration Testing, Agile, Scrum, AWS, Elasticsearch, New Relic, Jenkins, Webpack, React Native

Education

2019 – 2022 Launch School