

ROBERT W. BALDWIN

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TECHNICAL STRENGTHS

Languages	Ruby, Python, Javascript, Elixir, HTML, CSS
Frameworks & Libraries	Ruby on Rails, Pandas, FastAI, React, Phoenix
Protocols & APIs	JSON, REST, GraphQL
Databases	PostgreSQL, Snowflake
Tools	git, vim, docker, nomad, dbt, nix

EXPERIENCE

Wonolo <i>Director, Software Engineering</i>	December 2020 - November 2023 <i>San Francisco, CA & Miami, FL</i>
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- Hired and managed 40+ engineers organized into 7 teams spanning 5 functional domains: B2B web portal, B2C mobile app, B2B2C ML powered marketplace, growth marketing, data analytics engineering.
- Championed data strategy, data analytics engineering, and enterprise data warehousing at leadership level to improve data fluency across departments.

Wonolo <i>Manager, Software Engineering</i>	April 2019 - November 2020 <i>San Francisco, CA</i>
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- Grew North American based engineering team from 4 to 12 engineers in 6 months.
- Prototyped and migrated core ranking system from Ruby monolith to Python service improve matching performance using XGBoost.
- Created backtesting pipeline using pandas and scikit-learn to quickly evaluate model performance.
- Built A/B experiments infrastructure using Segment and LaunchDarkly to validate matching model performance in production.

Wonolo <i>Lead Software Engineer</i>	October 2017 - March 2019 <i>San Francisco, CA</i>
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- Responsible for overall application uptime, performance, security, and pre-AWS infrastructure.
- Led application side of migration from Heroku to an containerized service mesh using Nomad on AWS to reduce operational costs ~80
- Designed, built, and deployed multiple features into production to significantly grow top-line revenue each year.
- Prototyped merge queue Slack bot to support growing team, reducing change failure rate and increasing deploy frequency.

Tapjoy <i>Senior Software Engineer</i>	February 2015 - October 2017 <i>San Francisco, CA</i>
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- Integrated 3rd party real-time bidding service with 1st party ad platform to grow video supply.
- Improved jenkins build pipeline reducing cost and improving performance.
- Built in-house CLI tool to increase development velocity using existing infrastructure.

EDUCATION

SUNY Binghamton

May 2012

B.S. in Biochemistry / Philosophy

Minor in History

Member of Binghamton University Scholars Program

Chairman of Student Outreach Committee

Earned Hours: 201, Overall GPA: 3.14