SHIN LEE

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SUMMARY

Customer impact-driven technical leader with 15+ years of experience delivering enterprise cloud-native SaaS solutions, and large-scale digital/IT transformations for high-growth organizations. Architected and executed company-wide technology transformations including SEO strategies that achieved #1 rankings, multi-funnel A/B testing, infrastructure migrations that cut costs by $1M+ annually with 99.9%+ uptime.

EXPERIENCE

AbbVie (Seattle, WA) - Director of Engineering | 2023 – Present

Spearheaded org-wide transformational B2B SaaS initiative to consolidate onboarding, account management, training, purchasing, and pricing enrollment, into one streamlined eCommerce experience while scaling to 6 teams (60 members) with Sales/Marketing/Finance/IT collaboration and MACH architecture.

- Engineered development and launch of new B2B ecommerce store (ReactJS/NestJS MFE) with Salesforce (SFCC), Chase Payment, and SAP integration (PCI/SOX compliant), increasing revenue by 20% (with Multivariate A/B testing support) with 99.9% uptime.
- Spearheaded development and launch streamlined onboarding micro-frontend (HIPPA compliant) that reduced provider activation time from 7+ days to under 2 days, enabling 40% faster revenue recognition and saving $150K annually in operational costs
- Architected and delivered seamless multi-tenant SSO (Okta IAM) for 40,000+ users across AbbVie and Alle organizations, improved sign-in success rate by 30%, reducing login friction, and support tickets.
- Piloted GenAI (Mistral LLM) Q&A MVP with RAG backend, scaled it to production in 12 weeks, and achieved 80% automation of FAQs requests.

Technologies: MFE/BFF, JAVA/Python/Swift/TypeScript, AWS (EKS/Kafka/EMR/SageMaker), GenAI/LLM, IAM, Snowflake, GCP, Informatica MDM, SAP S4/Hana, Reltio, Salesforce Sales/Commerce/Marketing Cloud, REST/GraphQL, PostgreSQL/DynamoDB/Redis, Playwright, Cypress, Absorb LMS, Docebo LMS, Shopify, Optimizely, Adobe Sign/AEM

VIZIO (Seattle, WA) - Senior Director of Engineering | 2020 - 2023

- Led and delivered engineering-wide TV OS platform modernization initiative (web, mobile and embedded), reducing boot time by 70% (10→3 seconds) and increasing daily active users by 15%, resulting in 26% higher ad impression revenue with 3 teams.
- Architected analytics platform migration to Snowflake with standardized taxonomy, achieving 30% cost reduction, 85% faster query performance, and eliminating 95% of data inconsistency issues across 12 product teams.
- Built real-time analytics infrastructure (Grafana/Prometheus) that improved system uptime from 95% to 99.9%, achieving industry-leading reliability while reducing mean time to recovery (MTTR) from 45 to 8 minutes.

Technologies: MFE/BFF, Vue.js/Svelte, C#/Python/JAVA/Swift/Kotlin, AWS (EKS/Kinesis/Glue ML/ETL/SageMaker), Grafana, GCP, Azure, OAuth, Snowflake, REST/gRPC/SOAP, PostgreSQL/DynamoDB/Redis, VAST/DART ad tech, HLS/DASH videos, Playwright/WebdriverIO/Appium, Tableau, Adobe Target

INRIX (Kirkland, WA) - Software Development Manager | 2018 - 2020

- Led and delivered mobility analytics SaaS portal from concept to market in 12 months, securing $800K in pre-launch commitments and establishing new recurring revenue stream with 85% customer retention rate.
- Re-architected GPS data pipeline from on-premise Hadoop to AWS cloud (EMR, S3, Kinesis, Lambda, Redshift), reducing infrastructure costs by 65% ($450K annual savings) and improving data processing speed by 4x.
- Architected Automotive embedded OS solutions (iOS/Android, .NET, AngularJS, Azure) that improved text-to-speech response time by 80% (10→2 seconds), contributed to winning first phase of RFPs.

Technologies: AWS (EKS/EMR/Athena/ML), JAVA/C#/Python/Typescript, GCP, Azure, REST/gRPC, PostgreSQL/DynamoDB, OpenSearch, OpenStreetMap, Flutter, Airflow

Amazon (Seattle, WA) - Software Development Manager | 2017-2018

- Drove organizational optimization program partnering with 12 internal teams, achieving $850K cost reduction through infrastructure consolidation, automated workflows, and elimination of duplicate tooling across department
- Architected multi-region disaster recovery strategy for retail platform, achieving 99.99% availability target and reducing mean time to recovery (MTTR) from 2 hours to 10 minutes.
- Pioneered first multi-region deployment with Amazon Q&A team, achieving 99.9% uptime SLA with sub-30-second automatic failover, supporting millions of daily customers.

Technologies: AWS (Congnito, API Gateway/Lambda/EKS/CloudFront/SQS/SNS/Kafka), JAVA/Python, REST/gRPC/GraphQL, Aurora/DynamoDB, Oracle, JMeter

Intelius (Bellevue, WA) - Senior Software Development Manager | 2011-2017

- Led web and mobile (iOS/Android) teams for e-commerce platform modernization from legacy PHP monolith to Symfony with cloud-native microservices, boosting conversion rates by 45% (multi-variant funnel support), improving site performance by 70%.
- Led and developed targeted background check SEO strategy focusing on name and geography cohorts, boosting search rank from #9 to #1 for 'background check' and increasing organic traffic by 220%
- Modernized QA automation framework from WebDriver plugin to WebdriverIO template, increasing test coverage from 45% to 85% on 45 cobranded sites and reducing manual testing time by 70%, enabling daily release instead of weekly.

Technologies: AWS, Java/Kotlin/C#/PHP/Typescript/Python/Objective C, Hadoop HDFS, ML conflation, MySQL, WebdriverIO,

MySpace (Seattle, WA) - Lead Software Development Engineer | 2009-2011

- Built enterprise-grade Mail platform components using C#/ASP.NET stack, supporting 5M+ concurrent users with 3-second average response time and 40% improvement in user engagement metrics

- Developed personalized User Profile system supporting 15+ brand marketing campaigns simultaneously, achieving 28% higher click-through rates and 180% increase in campaign conversion compared to static profiles
- Contributed key features to Google's OpenSocial 0.9 SDK (Ruby, Python), with contributions adopted by 100+ developers and integrated into platforms serving 10M+ social media users globally

Microsoft (Redmond, WA) - Senior Software Development Engineer | 1999-2009
- Led MSN Channel development team (Health, Lifestyle, Travel) serving 25M+ monthly users, implementing custom CMS with CSS optimization templates that improved page load speeds by 40% and increased user engagement by 32%.
- Created InfoPath workflow solution that automated content approval process for 500+ daily articles, achieving 80% reduction in manual overhead and enabling real-time content publishing that increased news coverage speed by 200%.
- Architected Visual Studio UML designer for Entity Framework 1.0, facilitating visual database modeling that improves development cycle time by 45% for enterprise .NET applications.
- Developed and unit tested online self-service Microsoft Dynamics web applications (Great Plains SDE) using ASP.NET/SQL, serving 5,000+ employees across 15 client organizations and reducing HR processing time by 50%.

SKILLS
Languages: Java/J2EE/Kotlin, C#/.NET, JavaScript/TypeScript, HTML5, CSS, SQL, Python, Swift, PHP, C++, Ruby, Go, Scala, Objective C, React Native, DART

Frameworks: React, Angular, Vue, Express, ASP.NET, Svelte, Bootstrap, Symfony, jQuery, Flutter, Tailwind, Spring, Nest.js, Next.js, Node.js, REST/gRPC/GraphQL/SOAP

Platforms: Windows, MacOS, iOS, Android, Linux, AWS, Azure, GCP

Databases: Microsoft SQL Server, PostgreSQL, MySQL, MongoDB, Redis, Cassandra, AWS RDS/Aurora/DynamoDB/Neptune, Snowflake, microservices

Analytics: Elasticsearch, Apache Kafka/Flink/Hadoop/Spark/Storm/Airflow/Solr, Databricks, Tableau, Power BI, Google Ad/Analytics/Tag Manager, Adobe Analytics/Target/AEM

Quality Tools: WebdriverIO, Cypress, Playwright, Selenium, Appium, Cucumber, Jest, JUnit, JMeter, TestNg, LoadRunner, Postman, PCI DSS, OWASP, SOC2, SOX, GDPR

DevOps/MLOps: Jenkins, GitHub Actions, Azure DevOps, GitLab CI, Docker, Kubernetes, Datadog, New Relic, Splunk, Sumo Logic, Grafana, PagerDuty, SageMaker, Bedrock

Tools: Visual Studio, IntelliJ, Github/TFS, JIRA, MS Project, Confluence, Salesforce, SAP, ServiceNow, Optimizely, PowerShell, Miro, Figma, Claude Code, CoPilot, OAuth2, SAML

CERTIFICATIONS
Datadog and Sumo Logic Fundamentals Certified
Microsoft Certified Solutions Developer (MCSD)

EDUCATION
B.A in Information System and Accounting (1994-1999)
University of Washington, Seattle, Washington