Tyler Caldwell

Experienced engineering leader and software architect. SEO expert.

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EXPERIENCE

Wayfair Boston MA — *Software Architect*

June 2016 - Present

Software Engineer IV (Staff Engineer/Sr. Manager) Feb 2020 - Present
Software Engineer III (Sr. Engineer/Engineering Manager) 2018-2020
Software Engineer II 2017-2018
Software Engineer I 2016-2017

Key Accomplishments

- Led team of 15 engineers in re-architecting monolithic back end into microservices communicating via REST and pub/sub
- Designed & led delivery of solutions for SEO metadata, sitemaps, linking, and more across a portfolio of e-commerce experiences
- Implemented improvement to sitewide URL structure, increasing #1 search rankings 22% and search visibility 8%
- Designed & built SEO split testing platform, automated most tests
- Designed and built CMS powering new $50MM content business
- Drove 10% SEO traffic increase, $80MM in SEO revenue through delivery of a mobile web feature
- Served as lead mentor for a team of 20+ new hires in training
- Led team in transition of front end framework to modular, composable React.js components
- Grew entry level ICs into tech leads, tech leads into managers

Responsibilities

- Roadmapping/planning, ensuring quality of deliverables, de-risking technologies & projects with POCs & prototypes, improving development process, guiding solution design
- Managed a team of eight full-stack engineers, tech leads, and a QA analyst, comprised of three distinct scrum teams
- Interview candidates; from entry-level engineers to cross-functional directors
- Collaborate directly with cross-functional partners in product, marketing, design, business intelligence, and web analytics
- Interface with vendors, on-board new tools and integrations

SKILLS

Languages/Frameworks
Java, Spring Boot, PHP, Node.js, Express, JavaScript, ES6, React.js, Redux, SQL, CSS/SASS/LESS, Mustache

Technologies
Docker, Kubernetes, Kafka, REST, GraphQL, SQL Server, Google BigQuery, Google Cloud Platform (GCP), Redis, Memcached, Jenkins

Problem Domains
E-Commerce, Search Engine Optimization (SEO), Web Crawling/Scraping

AWARDS

Commonwealth Honors Scholar with Greatest Distinction | UMass Amherst

Dean's List 8/8 semesters | UMass Amherst

LANGUAGES

Native English speaker, amateur German and Mandarin speaker, and aspiring Russian expert

PROJECTS

Every Man Jack — *January 2018 - May 2018*

Freelanced to build a mobile application. React using Ionic & Cordova.

REU - Mobile Machine Learning for Health — *2015-2016*

Undergraduate thesis project utilizing machine learning to detect use of alcohol via streaming sensor data from a smartwatch to a smartphone.

EDUCATION

Boston University Boston, MA — *MS Software Development*

September 2017 - October 2019 | 3.8 GPA

UMass Amherst Amherst, MA — *BA Comp Sci + BA Economics*

August 2012 - May 2016 | 3.8 GPA | Minor in Political Science