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Zolaikha Freidah

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📍 New York, NY

Dynamic technology professional with over 10 years experience both leading and being an integral part of teams delivering high-impact solutions.



Experience

Director of Product & Senior Software Engineer – **CharityEngine** (July 2022 - December 2023)

- Actively participated in the software development process, contributing hands-on expertise and mentorship in .NET development, architecture design, authoring stored procedures, code reviews, and pair programming for complex interconnected systems.
- Led the integration of third-party APIs to stay on top of industry trends and potentially increase client revenue 2x by introducing various new payment processing options.
- Oversaw the entire product lifecycle from ideation to delivery, managing a team of software, QA, and DevOps engineers launching solutions on schedule over 99% of the time.
- Collaborated with cross-functional teams, including sales, marketing, and leadership, to define product strategy and roadmap aligned with business objectives.
- Created and managed team KPIs, significantly reducing technical debt.
- Drove cross-functional collaboration between engineering and marketing to launch monthly product news and training webinar series for existing user base and potential leads.
- Created and implemented coding best practices in an agile environment and contributed to evolution of processes to CI/CD pipeline.

Skills: .NET, C#; MVC; VB; HTML; CSS; SASS/SCSS; JavaScript; Node.js; Typescript; Vue.js; React; MSSQL; XML; Xamarin; Xcode; REST; SOAP; OAuth; JSON; Visual Studio; TFS; Azure DevOps; IIS

UI/UX Developer – **CharityEngine** (April 2016 - July 2022)

- Created new and reusable pixel-perfect UI components for web, mobile, and desktop applications including a CRM tool and public-facing fundraising platforms generating over \$1 billion in client revenue.
- Implemented rapid prototyping in order to reduce time to market of new features.
- Optimized performance through techniques like lazy loading, code splitting, and image optimization.
- Actively participated in sprint planning, daily stand-ups, and retrospectives as part of an Agile development team.

Skills: Adobe Creative Suite ; Microsoft Visio; ASP.NET; HTML5; CSS3 (flex, flex-box, grid); Bootstrap; Material Design; Javascript; jQuery; AJAX; User Personas; User Stories; Requirements Gathering

Front End Developer – Valytics, LLC (January 2014 - April 2016)

- Re-designed, built, and administered two new corporate websites, ensuring cross-browser and cross-device compatibility.
- Designed trademarked logos, business cards, and company letterhead.

Skills/Tools: HTML; CSS; JavaScript; jQuery; PHP; Bootstrap; responsive design; mobile-first development; Adobe Illustrator; Adobe PhotoShop; GitHub; Google Analytics; WordPress

Test Automation Team Lead – Valytics, LLC (July 2015 – April 2016)

- Led team of test automation engineers, creating brand new automated test framework for healthcare systems.
- Trained junior engineers in order to create new and reusable APIs.
- Developed project plan and forecasted level-of-effort (LOE) in order to achieve 100% test coverage.
- Met weekly with project leadership to review progress towards project milestones.

Skills/Tools: Selenium; HP Unified Functional Testing; VB Script; project management

Software Tester – Valytics, LLC (February 2013 – July 2015)

- Conducted black-box and system integrated manual testing for various DoD applications.
- Met with internal and external stakeholders to review testing and project launch status.

Skills/Tools: Agile Software Development; Functional Testing; Regression Testing; IV&V; Usability Testing; User Acceptance Testing; Web Application Testing

Data Analyst – TMCI (April 2010 – February 2013)

- Led data analysis, extract, transform, and load (ETL) of millions of health records daily.
- Created new and updated data processing tools in order to cut down manpower and human error.

Skills/Tools: SQL; PostgreSQL; XML; Perl; FTP; SFTP; Unix; Microsoft Excel; Visual Basic for Applications

Education – Virginia Tech, Class of 2009 (*Bachelor of Science*)