# Zolaikha Freidah

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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 @ CharityEngine *(July 2022 - December 2023)*

Oversaw product lifecycle from ideation to delivery, managing a team of backend, frontend, fullstack, QA, and DevOps engineers launching solutions on schedule over 99% of the time, working on a large interconnected system including SaaS, CRM, CMS, B2B, direct-to-consumer, API, and subscription-based web and mobile applications.

- 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 product and marketing teams to launch go-to-market strategies and engaged in regular stakeholder collaboration.
- Actively participated in the software development process, contributing hands-on expertise and mentorship in engineering principles, architecture design, stored procedures and database scripts, code reviews, and pair programming in an Agile environment.
- Led the integration with third-party APIs and SDKs including geolocation services, data providers, embedded plug-ins, and various domestic and international payment gateways as a payment service provider in a PCI and SOC certified environment.
- Authored two-way Web, SOAP, and REST APIs for use by external developers and partners.  Launched company help center to host API and other product documentation.
- Evolved company coding best practices and collaborated with IT department to administer a continuous integration and continuous deployment (CI/CD) build pipeline.

*Skills: ASP.NET; ASP.NET Web Forms; .NET Framework; C#; MVC; VB; HTML; CSS; SASS/SCSS; JavaScript; Node.js; Typescript; Vue.js; React; MSSQL; XML; Xamarin; Xcode; Web API; REST; SOAP; OAuth; JSON; OOP; Visual Studio; TFS; Azure DevOps; Sharepoint; Appstore Connect; DataDog; IIS*

### UI\UX Developer @ CharityEngine *(April 2016 - July 2022)*

Created reusable pixel-perfect UI components for web, mobile, and desktop applications including a CRM tool and public-facing 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.
- Met regularly with leadership for design reviews.
- 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 Depart of Defense (DoD) healthcare systems and electronic health record (EHR).
- 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.
- Authored and delivered software artifacts including test plans, test cases, test procedures and test reports.
- 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 existing data processing tools and services in accordance with business rules and reduced human error.

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

## <u>Education</u>

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