Zolaikha Freidah

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visit my website

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)*

Developed and executed a comprehensive product strategy and roadmap that aligned with the company's vision, user needs, and industry standards and trends.

- Corresponded and met with internal and external stakeholders regularly.
- Led webinars, conducted surveys, and hosted feedback, training, product news, and Q&A sessions
- Collaborated with cross-functional teams, including leadership, business development, customer service and others to gather requirements, understand pain points, and grow client verticals.

Architected and led development of new features and bug resolution for large interconnected systems supporting both B2B and B2C products.

- Worked across multiple shared and separate APIs and codebases
- Oversaw quality assurance (QA) testing and code reviews, participated in pair programming, and mentored team on coding best practices
- Created in-house APIs and API documentation for seamless integration for developers and partners
- Integrated with third-party APIs including those used for payment processing, single sign-on (SSO) user authentication, geolocation, hardware peripherals, etc…
- Published mobile apps in Apple, Google, and Windows app stores.
- Underwent code and system security training in accordance with Payment Card Industry (PCI) and other cybersecurity standards

Managed team of engineers.

- Established and monitored key performance indicators (KPIs) to measure team performance, identify areas for improvement, and eliminate technical debt.
- Led daily Agile SCRUM stand-ups.
- Led DevOps team to set up system monitoring, continuous integration and continuous deployment processes, ensuring client service level agreements (SLAs) were met and product launches were deployed smoothly.
- Collaborated with the product marketing team to create compelling product messaging, release notes, blogs, and go-to-market strategies after release.

Skills/Tools: Microsoft .NET, C#; MVC; VB; object-oriented programming; HTML; CSS; Sass; Javascript; MSSQL; XML; Xamarin; Xcode; Agile SCRUM; CI/CD; REST; SOAP; OAuth; JSON; Visual Studio; TFS; DevOps; DataDog; version control; unit testing; requirements gathering

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

Responsible for all stages of creating the User Interface and User Experience of all CharityEngine products from ideation, to wireframing, competitive analysis, mock-ups, prototypes, development, test, and launch. Created new and reusable pixel-perfect UI components for web, mobile, and desktop applications.

Skills/Tools: Adobe Creative Suite ; Microsoft Visio; HTML; CSS (flex, flex-box, grid); Bootstrap; Material Design; Javascript; jQuery; AJAX; Google Analytics; Google Tag Manager; User Personas; User Testing; User Surveys

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

Designed, created, and administered corporate websites, ensuring cross-browser and cross-device compatibility. Designed 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

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

Led team of test automation engineers, creating a suite of automated test scripts for newly adopted Department of Defense (DoD) military healthcare systems and electronic health record (EHR). Trained junior engineers on how to use functional and regression test tools in order to create custom scripts and reusable APIs for automated system and DevOps testing. 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.

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)*

Responsibilities included data analysis, extract, transform, and load (ETL) of data, and updating of data processing tools.

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

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