

ALAN MALDONADO

Lead Software Engineer · Full Stack & Cloud · Architecture & Mentoring

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SUMMARY

Lead Software Engineer with 16 years building web products, the last decade for US companies. At Bizee, I was one of three engineers setting architecture direction for the software organization, and the company's reference for product analytics and experimentation — work that reached well past engineering. I have led framework and CMS migrations, grown teams through hiring and through a restructuring that removed the manager layer, and I still ship: most recently a tvOS app I built and published solo.

EXPERIENCE

Lead Software Engineer — Bizee (formerly Incfile)

Mar 2024 – Oct 2026 · Guadalajara, MX

- **One of three engineers in Bizee's architecture group** — a leaders-of-leaders forum that makes the architecture decisions shaping the **roadmap of the company's whole software organization**. Authored the system-architecture and design documents for funnel work, including a business case pricing the cost of the status quo.
- **Grew Bizee's Mexico engineering team** — interviewing and hiring, then guiding and coaching the engineers who joined.
- Worked across both of Bizee's revenue-critical codebases: the **order funnel** (Laravel + Vue) where every customer buys, and **bizee.com** (Laravel 12 + Statamic) where every customer arrives.
- **Led the Vue 2 → Vue 3 migration** of the order-funnel monorepo — a months-long upgrade of a large legacy codebase landed without pausing feature delivery.
- Drove the CMS migration from **Payload to Statamic** — planning, technical decisions and execution — cutting the time to build a new landing page from **days or weeks down to 1–3 days** and fixing the performance problems of the old stack.
- **Led Amplitude's implementation at Bizee from the ground up** and became the **company-wide mentor** for it, coaching engineers and non-engineering teams across departments. Guided the data team on configuration and **data sanity** for experimentation, events, GTM, Google Analytics and Google Ads.
- **Full ownership of Google Tag Manager**. Built the paid-acquisition attribution layer — Meta Pixel + Conversions API, TikTok Advanced Matching with hashed user data, Google gbraid/wbraid iOS click IDs, GTM ecommerce events with QA-only gating — and improved **campaign quality scores across Meta, TikTok and Google Ads**.
- Drove **application performance**: Core Web Vitals tracking and remediation, **JSON-LD structured data** for search, Redis caching, and instant-feedback work on the funnel's critical path.
- Raised quality and observability: **Cypress** e2e suites, Laravel Dusk browser tests in GitHub Actions, Sentry enriched with Antlers template context, and review and merge of the team's pull requests on the funnel SPA rewrite.

Wizeline

Feb 2020 – Feb 2024 · Guadalajara, MX

Senior Software Engineer → Staff Software Engineer

Feb 2020 – Feb 2024

Associate Engineering Manager (concurrent)

Feb 2022 – Mar 2023

- Spent **four years embedded with a single client, Earnest** (US student-lending fintech), building its **private student-loan origination** flow in **React** — the application funnel every prospective borrower moves through. Grew from senior engineer to technical lead and main technical point of contact, setting priorities, reporting progress and distributing work.
- When a company restructuring removed the engineering-manager layer, stepped in as tech lead to carry several teams through the transition, **protecting morale and wellbeing** while the leadership structure was rebuilt.
- Direct influence over **20+ engineers**: owned their career-development plans and coached **10+ newly appointed Engineering Managers** on management practice; interviewed candidates for the hiring loop.
- Proposed team-development areas to tech directors, deliberately moving senior engineers toward greater **ownership, accountability and leadership**.
- Owned **product experimentation** on that funnel — integrating Braze, Amplitude and Segment — so changes to a revenue-critical conversion path were settled by measured results rather than opinion.
- Planned the technical training program — architecture, microservices, API design and GraphQL — and introduced end-to-end test automation with **Cypress**.

Senior Software Engineer — Scalable Press

May 2019 – Jan 2020 · Guadalajara, MX

- Took full technical ownership of **Fuel**, Scalable Press's Shopify print-on-demand app, through its launch — connecting merchant stores to the company's own production, printing and fulfillment pipeline.
- Fuel drove **at least a 15% increase in production volume** for Scalable Press's fulfillment operation, and reached the **top 5 apps in Shopify's print-on-demand category for several consecutive months** after launch, against established competitors in a crowded marketplace.
- Built the merchant-facing configuration experience — product selection, print vs. embroidery decoration, mockups and affiliate price calculation — keeping a large fulfillment catalog simple enough to sell with.
- Owned multiple integrations across the order lifecycle, from Shopify store sync and order creation through to delivery and fulfillment.

Wizeline

Jul 2016 – May 2019 · Guadalajara, MX

Software Engineer → Senior Software Engineer

Jul 2016 – May 2019

- Built JavaScript, Node.js, Python and **AWS** systems for **Dow Jones** and News Corp titles — **The Wall Street Journal**, Barron's, MarketWatch — plus Fox News / Fox Business and Ternium.
- Owned the cloud side of that work on AWS, earning **AWS Certified Developer – Associate** (2018) along the way.
- Partnered with data science teams on ETL pipelines and data products, bridging engineering and analytics.
- Promoted to Senior for technical delivery and for owning client relationships directly with stakeholders; grew with the company from ~100 to 500+ people.

Earlier experience

2010 – 2016 · Mexico

- Software Engineer at **Neoris** (2014–2016) · .NET Developer at **Nubeware** (2011–2014) · Software Developer at **Homex** (2010–2011).
- Six years of .NET / ASP.NET delivery for US and Mexican enterprise clients — analysis, design and implementation, working directly with technical and business stakeholders.

PERSONAL PROJECTS

Orbit Player — tvOS media client, published on the App Store

2026 – Present · orbitware.app

- Designed, built and shipped an **Apple TV** media client solo — **first commit to App Store release in two weeks** — now ~27K lines of **Swift / SwiftUI**, with an iPhone companion on the same shared core in progress, plus a **Vue 3** marketing and support site.
- Architected a **pluggable media-source layer** that makes Jellyfin, Emby and raw **SMB** shares interchangeable backends — including thumbnail generation, duration probing and NFO metadata parsing to build a browsable library out of a bare file share.
- **libVLC** playback with a custom subtitle overlay engine; **iCloud sync** of servers, layouts and playback progress across devices, and a tvOS **Top Shelf** extension for resume-watching from the Home screen.
- Privacy and security by design: Keychain and CryptoKit credential storage, biometric lock, Apple privacy manifest, and no analytics or tracking — credentials are sent only to the user's own servers. Monetized with a **StoreKit** Pro tier and trial.

TECHNICAL SKILLS

Languages · JavaScript, TypeScript, PHP, Python, Swift, C# / .NET

Frontend · Vue 2/3, React, Redux, Nuxt, HTML/CSS, Sass, Vite / Webpack

Backend · Laravel, Node.js, Flask, Statamic, GraphQL & REST APIs, Serverless

Apple · Swift, SwiftUI, Combine, StoreKit, CloudKit

Data · MySQL, SQL Server, MongoDB, Redis, Elasticsearch, ETL

Cloud & CI · AWS, Docker, GitHub Actions, CircleCI, Jenkins

Testing · Cypress, Laravel Dusk, Jest, Mocha, Puppeteer

Analytics & Growth · Amplitude, GTM, Segment, Braze, Google Analytics / Ads, Meta Pixel & Conversions API, TikTok ads, A/B experimentation

Performance & Observability · Core Web Vitals, JSON-LD structured data, Sentry, Elastic APM

Payments · Adyen, Stripe, Braintree, PayPal

CERTIFICATIONS & EDUCATION

- AWS Certified Developer – Associate (2018)
- Certified Scrum Master — International Scrum Institute
- B.Eng. Information & Communications Technology — Tecnológico de Monterrey, 2005–2009 (scholarship)
- 30+ completed courses on Udemy (React/Redux, Flask REST APIs, MongoDB, ES6)

LANGUAGES

Spanish — native · English — professional