

profile

Driven accomplished senior-level software engineer with a 19-year track record of shaping project vision, driving business innovation, developing and leading technical teams, and meticulously engineering software solutions that strategically position organizations for maximum efficiency, competitive advantage, bottom-line growth and sustained success.

Brings dynamic analytical thinking, inquisitive communication and a best practice-oriented entrepreneurial approach to solve critical challenges and implement seamless user-focused strategies.

Seeking to impact a technology-first organization, playing a pivotal role in building transformative technologies using the .NET ecosystem to enable new business models and growth opportunities.

performance highlights

expectations consistently met | Accomplished measurable results while transforming environments — meeting the expectations of leadership and consistently being rewarded with opportunities.

community contributor | Active contributing member of the leading Q&A site for software engineers, Stack Overflow — ranked in the top 8% overall, top 5% in ASP.NET, and top 10% in C#.

exemplary customer service | Service-oriented project lead and SME with an innate ability for bridging the sometimes-divergent gap between technology and business stakeholders to solve issues and propose / deliver the right solutions.

delivering success | Skilled at identifying / leveraging opportunities, then injecting the right mix of business strategy, qualitative / quantitative analysis, and technology — transforming challenges into wins.

driving accountability | Thrives while leading and developing technical professionals — ensuring that the high-level big-picture vision is met while implementing a hands-on approach at the detailed project level to deliver on time and within budget.

always solving issues | A curious problem solver, highly adept at analyzing project, workflow, and technology challenges / inefficiencies from every angle to introduce targeted adjustments — achieving optimal performance.

proactive contributor | A diligent learner and effective communicator with a natural ability to navigate new or changing environments, complex situations, and the adoption of new technologies using grace, grit, diplomacy, sound judgement, and a smile.

professional experience

Senior Full Stack .NET Developer | Contract | Santander Consumer USA Irvine, CA | 2019

Contracted by global banking leader to assist in kick-starting development of new internal LOB application.

- Established and implemented best practices for consumption of Angular 8 Data Stores communicating with a .NET Web API Data Service. The service provided both basic CRUD functionality and an entry point to complex, data-driven back-end validation flows.
- Design and documentation of cross-functional communications mechanism; including data, repository, domain and service layers. Guided by client's aversion to risk, current and new mechanism will co-exist enabling a managed transition. This also allowed for full flexibility during sprint planning.

Senior Web Developer | Fuse Interactive Laguna Beach, CA | 2018 - 2019

Recruited by award-winning solutions provider to assist in building core functionality of new multi-tenant application for managing and supporting Kawasaki Motorcycles worldwide websites.

- Architected, wrote and implemented codebase and database infrastructure for multi-tenant capabilities, including feature management, multiple languages, website / user analytics and mapping functionality.
- Created custom HTML Helpers, Extension Methods, T4 Template customizations, and Editor Templates for common components — accelerating team efficiency and enhancing code reuse.
- Implemented ASP.NET Identity — enabling management of multi-tenant back-end administration users and front-end "My Kawasaki" users.
- Guided and mentored developers on software best practices and database design.

Senior Software Engineer | Contract | IPS Group Inc Tustin, CA | 2018

Contracted by provider of technically advanced smart parking solutions to plan, design, and develop new SaaS product offering to support the organization's new line of business.

- Built Web API-based solution for immediate adoption by an initial client while ensuring long-term scalability as other clients come online

Senior Software Engineer | Contract | AACN Aliso Viejo, CA | 2017

Brought on by the world's largest specialty nursing organization to enhance submission and management functionality of course requirements, presentations, curriculum, and scheduling for annual conferences.

- Identified a fatal flaw in an existing critical business process — immediately re-architecting the solution and deploying the enhancements in time for the original go-live date.

Senior Software Engineer | Pacific Life Insurance Aliso Viejo, CA | 2011 - 2017

Hired on as senior developer for the 150-year-old insurance provider's App Development Department with full accountability for all development application requirements, software engineering, and quality assurance for the Life Division's external-facing web properties.

- Transformed customer management of policy funds — upgrading it from an error-prone paper-based system to a streamlined online process that successfully reduced customer service calls by 90%. Recognized by CEO for contributions to the project.
- Deeply involved in the creation, enhancement, and maintenance of numerous websites and services — serving both external and internal clients.
- Team evangelist for the implementation of development best practices, spearheading major SOA initiative that centralized shared functionality and data access across the organization.
- Transformed customer management of policy funds — upgrading it from an error-prone paper-based system to a streamlined online process that successfully reduced customer service calls by 90%. Recognized by CEO for contributions to the project.

professional experience | continued

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- Team evangelist for the implementation of development best practices, spearheading major SOA initiative that centralized shared functionality and data access across the organization.

Senior Software Engineer | Nirshamim Tel Aviv, Israel | 2010 – 2011

Joined Tel Aviv-based lead referral service as direct report to the Head of Development with the mandate of streamlining and automating the process of funneling leads to colleges and universities.

- Led initiative to modernize and automate the company's complex monthly billing process into an on-demand financial reporting system — delivering revenue visibility and insights at the click-of-a-button.
- Senior technical lead in the planning and implementation of numerous enhancements, ongoing maintenance, and an SEO overhaul for the existing lead generation site.

Team Lead Senior Software Engineer | Exsilio Consulting Tustin, CA | 2009 – 2010

Recruited into the role of Team Lead and Senior Engineer for boutique Microsoft-focused tech consultancy providing external support in the digital marketing of high-profile Microsoft products.

- Identified opportunity to centralize core site functionalities into a shared library — slashing development time for new sites while enabling code reuse and the enforcement of best practices.
- Led team in building next-gen virtual training platform — combining virtual machines, chat, forum, attendee management, and usage tracking to create a deeply impactful and unified training experience.

Team Lead / Lead Software Engineer / Senior Software Engineer | Advanced Access Anaheim Hills, CA | 2005 – 2009

Brought on as key development team member by the leading real estate-focused website company — hosting 30,000+ sites while delivering comprehensive web, SEO, and digital property listing solutions.

- As Senior Engineer, played a key role in building the company's next-generation custom site creation engine — enabling over 30,000 real estate agents to build and manage their real-estate websites.
- As Lead Engineer, led team in creating a new real estate search engine for use by brokers and clients — delivering inventory data for 3M MLS listings with user search behavior tracking and the first-ever shape-driven geographical search capability.

Lead Software Engineer / Software Engineer | The Dot Printer Tustin, CA | 2003 – 2005

Recruited by the executive leadership team of established OC-based printing and fulfillment services company to lead all aspects of development for its ahead-of-its-time migration into the digital sphere — transforming the organization and its product offering while enabling new opportunities for revenue growth.

- Engineered revolutionary customer-facing technologies for online marketing material creation, direct digital printing, and ongoing streamlined fulfillment services.

Software Engineer | E-Bases Tel Aviv, Israel | 2000 – 2002

At the height of the dot.com boom, brought on as dev team hire #2 for Tel Aviv-based tech start up focused on legal precedent research — with the mandate of building the first-of-its-kind subscription-based tool for understanding / interpreting legal decisions and precedent.

technical skills

development languages | .NET Core | .NET 4.8 | C# 8.0 | Entity Framework Core (EF Core) | Entity Framework (EF)

software & environments | Visual Studio | VS Code | Team Foundation Server (TFS) | Git | npm | Jira | Release Management

web technologies | ASP.NET Core | ASP.NET MVC | ASP.NET Web Forms | Angular 8 | Typescript | JavaScript | jQuery | JSON | AJAX | Bootstrap | CSS | HTML5

database & data access | SQL Server | SQL Server Management Studio (SSMS) | SQL Server Profiler | TSQL | Stored Procedures | Query Optimization | SQL Server Integration Services (SSIS) | SQL Server Reporting Services (SSRS)

service-oriented architecture (soa) | RESTful Services | ASP.NET Core Web API | ASP.NET Web API | Windows Communication Foundation (WCF) | Web Services | SOAP

methodologies | Object Oriented Programming (OOP) | Software Design Patterns | n-Tier Architecture | Data Repository Pattern | Inversion of Control (IOC) / Dependency Injection (DI) | Data Transfer Objects (DTOs) | Software Development Life Cycle Management (SDLC) | Agile | SCRUM | Unit Testing | Integration Testing | Software as a Service (SaaS) | Platform as a Service (PaaS) | Test Driven Development (TDD)

core competencies

- Technology Infrastructure Transformation and Business Optimization
- User-Focused Software Development using Object Oriented Design Principles (OOP/OOD) and Agile Methodologies
- Full Systems Development Life Cycle Management — UI Design, System Architecture, Database Design, Quality Assurance, and Deployment
- Relational Database Design and Development, including Query Optimization and Performance Tuning
- Relationship Management, Stakeholder Steering, and Cross-Functional Team Coordination
- Training / Mentoring of Technologies and Best Practices

education

Cal State University, Northridge | Economics Major