
VICTOR SANTOS

SOFTWARE ENGINEER

Randolph Township, NJ 07869 ♦ 9292861173 ♦ victors1681@gmail.com ♦ **WWW:** vsantos.info

PROFESSIONAL SUMMARY

Software engineer with 15+ years of experience designing, delivering, and scaling high-performance user-facing and platform systems. Specializes in frontend architecture, full-stack development, and developer experience. Trusted to drive end-to-end technical ownership—from vision to execution.

Proven ability to work across teams to identify and solve complex organizational challenges, design scalable frontend platforms, and influence product and engineering roadmaps.

Communicates a clear technical vision, collaborates closely with leadership, staff-level peers, and cross-functional stakeholders, and contributes as a high-performing individual contributor when needed. Known for mentoring, system thinking, and aligning engineering efforts with long-term business goals. Visit my website for more: <https://vsantos.info>

WORK HISTORY

Sr. Software Engineer, 06/2023 - Current

Hearst | Marketplace – New York, NY

- Architected an AI-powered review extraction engine using AWS CDK, S3, Lambda, and API Gateway—accelerating content creation and enhancing PDP engagement.
- Delivered a location-aware personalization framework using edge detection (Node.js, CDN), increasing regional conversion rates.
- Designed and implemented a similarity engine using Python (multiprocessing, RapidFuzz) to surface related products at scale.
- Integrated Chargebee via GraphQL for dynamic subscription pricing and user-based discounting.
- Optimized storefront performance (React/Next.js), boosting Core Web Vitals from 35% to 75%.
- Created a modular design system using reusable NPM packages/GH Modules and reverse proxies to enable scalable white-labeled storefronts (5+ launched in 2024).
- Implemented server-side analytics (GPC signals, tracking, alerts) to boost observability and privacy compliance.

- Acted as a force multiplier: led cross-team initiatives, launched key projects (Sponsored Products, Loyalty Program), and mentored junior engineers and QAs.
- Developed CI/CD tooling and automation to streamline deployments and release audits (Jira, GitHub workflows).

Staff Software Engineer, 09/2020 - 05/2023

Vroom—E-commerce for Buying and Selling Used Cars – New York, New York

- Made a strategic architectural decision to split a monolithic frontend into multiple independently deployable applications using micro-frontends, reducing team friction and increasing feature delivery velocity by 40%.
- Architected both customer-facing UI and internal tooling systems to streamline transaction workflows, increasing processed transactions by 40%.
- Designed and implemented automated solutions such as OCR, document review UI, and physical document digitization systems, reducing manual processing time by 60%.
- Developed a vehicle onboarding automation pipeline and UI, improving time-to-catalog for new inventory.
- Built scalable UI micro-frontends with Module Federation and Next.js.
- Consolidated GraphQL into a Supergraph service, enhancing team delivery.
- Developed tools for internal ops (React, Golang, C#, AWS) cutting processing time.
- Boosted test coverage from 5% to 85%, streamlined GitLab CI/CD pipelines.
- Mentored team, improved iOS app features, and secured access with IAM/ALB.

Lead FrontEnd Engineer, 05/2016 - 08/2020

IPSoft | Amelia.ai – New York, NY

- **Architected and led** the development of enterprise-scale, customer-facing and internal web platforms, supporting over 5k concurrent global users.
- Drove the successful delivery of B2B AI platforms by overseeing planning, technical execution, and cross-functional collaboration across engineering, product, and design.
- Developed **Amelia v3**, an immersive customer interface that integrated WebRTC for real-time video streaming with a 3D avatar powered by audiovisual NLP communication.
- Built dynamic animated interfaces using 2D SVGs to visually demonstrate NLP engine behavior, improving user education and product demo effectiveness.
- Designed **Amelia v2's** 3D brain visualization using Three.js and WebGL, offloading animation processing to the GPU and increasing rendering performance for real-time visual AI diagnostics.

- Modernized the product's admin suite by migrating legacy ExtJS codebases to a scalable React.js + Redux + Redux-Saga architecture.
- Maintained and enhanced production systems using React.js, WebSocket, Docker, and Express, building API-driven interfaces powered by JSON-based dynamic routing.
- Advocated and enforced **Test-Driven Development** (TDD) practices using Cypress, ensuring robust regression coverage and continuous integration with Bitbucket CI/CD pipelines.
- Instrumented client-facing platforms with observability and monitoring tools to track key performance metrics, security logs, and user behavior insights.
- Created custom data visualizations and interactive workflows using D3.js and React to support intuitive UI/UX across complex AI-driven features.
- Led and mentored a team of frontend engineers, providing technical guidance, setting coding standards, and facilitating architecture discussions.
- Worked closely with product managers, designers, and stakeholders to define roadmaps, prioritize feature delivery, and align technical goals with business outcomes.
- Fostered a culture of learning and growth by mentoring junior developers through pair programming, structured feedback, and agile sprint ceremonies.

EDUCATION

Bachelor of Science: Telematic Engineer, 12/2004 - 01/2012

Pontificia Universidad Católica Madre Y Maestra - Dominican Republic

Associate of Science: Web Designer, 01/2007 - 12/2007

The Altos De Chavón School - Dominican Republic

SKILLS

- **Frontend:** React.js, Next.js, TypeScript, JavaScript, Swift iOS, React Native
- **Backend:** Node.js, C#, .NET, Golang, Python
- **Performance Optimization:** Code Splitting, Lazy Loading, Lighthouse Audits
- **Collaboration & Leadership:** Team mentoring, code reviews, cross-functional coordination
- **State Management:** Redux, Context API, MobX
- **APIs:** GraphQL, REST
- **DevOps & Cloud:** GitLab CI/CD, Docker, AWS, GCP, Azure
- **Tooling:** Git, Figma, Jira, Storybook

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/victors1681>
- <https://github.com/victors1681>

CERTIFICATIONS

AWS Certified Solutions Architect - Associate, 12/27/22

LANGUAGES

Spanish

Native or Bilingual

English

Full Professional

PROJECTS

SAAS Project highlights the development of a scalable platform for developers and small businesses. I designed and built both the front-end and back-end with Next.js, AWS tools, and cloud integration, focusing on user experience and performance. This project showcases the full development process, addressing scalability and maintainability challenges.

Doc: <https://vsantos.info/from-idea-to-reality-creating-my-full-stack-saas-application/>

The iOS app **MSeller** is designed to enhance the sales process for business owners and sales teams. It offers tools for managing product catalogs, orders, inventory, and customer interactions on the go.

App Store: <https://apps.apple.com/us/app/mseller/id6496435577>

3D Brain - Showcasing Artificial Intelligence

This project features a 3D digital brain built with Three.js to highlight Amelia.ai's artificial intelligence. It offers an interactive experience that demonstrates AI's power in a visually engaging way.

<https://github.com/victors1681/3dbrain>

Nosedive is a personal project focused on helping individuals track and improve their social scores, inspired by the concept of social reputation. The app offers features that monitor interactions, feedback, and social behavior, empowering users to make more informed decisions about their relationships and social status.

<https://nosediveapp.com/>