

Eduardo Ruiz

Senior Software Engineer

eduarbo@gmail.com | eduarbo.com | github.com/eduarbo | linkedin.com/in/eduarbo

PROFESSIONAL SUMMARY

Senior Software Engineer based in Colima, México, with **16+ years** of experience across the full stack. I specialize in **React**, **TypeScript**, **Node.js**, and **Java**, with a strong focus on *accessibility* (WCAG 2.1 AA), *localization*, *responsive design*, and thorough *testing* (unit, integration, E2E). I work **AI-native**, pairing agentic coding tools (Cursor, Claude) and spec-driven workflows with engineering judgment to ship more, faster, without trading away quality or architecture. I've delivered impactful projects across fintech, healthcare, media, travel, and SaaS, driving measurable improvements in *conversion rates* and *revenue*. Currently working across multiple product lines at **Gen Digital** via **Encora**.

EXPERIENCE

Senior Software Developer at Gen Digital*

JUN 2025 – PRESENT

Full-stack engineer across **GoBankingRates** and **MoneyLion**. Built the *Today Money Experts* program in WordPress/PHP, then shipped MoneyLion's *Found Money* platform in Java/Spring Boot, React Native, Node, and Next.js, owning a **Billshark partner integration** end-to-end.

Senior Software Developer at Transcarent*

JAN 2022 – MAY 2025

Developed and shipped features across consumer and admin healthcare applications. Redesigned components for **WCAG 2.1 AA** compliance. Built a scalable *Stripe-based cost-sharing system* and *dynamic campaign modals* with Contentful integration.

Senior Software Developer at OpenTable*

AUG 2017 – DEC 2021

Migrated legacy jQuery apps to responsive, accessible React applications. Collaborated on features driving up to **2700% conversion increases** and **12% incremental revenue** via A/B testing. Led technical debt resolution during the *COVID-19 pandemic*.

Senior Front End Developer at Atlassian*

OCT 2016 – JUN 2017

Developed **Trello Power-Ups** for *Bitbucket*, *JIRA*, and *Confluence* to attach branches, commits, and pull requests to cards with real-time status updates. Built a *video collaboration Power-Up* with React and OneSignal.

Front End Developer at Switchfly*

MAR 2013 – DEC 2015

Developed a booking platform for call center travel agents, reducing onboarding time from *six months to weeks*. Migrated front-end stack from FreeMarker to Ember with **TDD**. Mentored new hires and ensured *PCI-DSS* compliance.

Front End Developer at Tango

AUG 2010 – FEB 2013

Developed web applications for various markets, from static sites and WordPress templates to complex *SPAs*. Trained a team of junior developers and interns in JavaScript.

Web Designer, Developer & Blogger at Freelance

FEB 2008 – JUL 2010

Built and monetized a humor blog that grew to **100,000+ daily unique visits** via Google AdSense and direct ad sales. Designed, developed, and sold custom *WordPress themes* to clients who commissioned work after seeing personal projects.

* Via Encora

EDUCATION

Facultad de Telemática, Universidad de Colima

2006 – 2010

Bachelor's Degree in Telematics Engineering

Bachillerato Técnico No. 1, Universidad de Colima

2003 – 2006

Associate Degree as Technical Programmer Analyst