

JOSE CASANOVA

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SUMMARY

I'm a product engineer with growth experience and a passion for entrepreneurship, product development, Javascript, and learning. I've worked with teammates to migrate legacy codebases to newer technologies, build upon existing infrastructure, and create new applications from scratch. My previous roles have mostly been full stack engineering efforts with a focus on front-end technologies, primarily ReactJS, Node, Javascript/TypeScript, and GraphQL.

PROFESSIONAL EXPERIENCE

2017

Product Engineer - Flip (flip.lease) - New York, NY

- Designed, built and implemented Flip Boosts. Led to ~\$50k in Facebook Ads spent by our users in the first year. ~20% y/y growth on ad spend and ~5% lift on new users joining the platform.
- Tested and built new growth channels for user acquisition. Includes building dynamic landing pages with user generated content, building an invite referral system, and paid acquisition done programmatically.
- Created and managed Flip's paid acquisition strategy across Facebook and Google. Managed ~\$80k/mo in spend (at its peak) while maintaining my engineering responsibilities.
- Introduced engineering best practices to the engineering team, along with a code review culture, and spearheaded the transition to Typescript & GraphQL.
- Improved site performance by optimizing SQL queries and bundle compilation. Improved page load time by ~40%, which resulted in a decrease in page bounces and improved search engine rankings.
- Built internal tooling for support staff to streamline redundant processes. Also built an internal CMS for our content team.
- Incorporated multiple third party APIs to our backend infrastructure, such as Stripe, Lob, Twilio, Facebook Ads, and Mailgun.
- Built and implemented an automated rent collection system that allowed us to collect rent payments from our tenants and send them to the landlord. Involved capturing ACH or card payments and sending physical checks.

Skills: ReactJS, Typescript/Javascript, GraphQL, Node, Webpack, Postgres, SQL, AWS, Sketch, UX design, Git, server side rendering, CircleCI, HTML/CSS, API integrations, and paid acquisition marketing.

2015

Software Engineer - SeamlessDocs (seamlessdocs.com) - New York, NY

- Built and implemented SeamlessPay, which incorporated multiple third party payment APIs to handle credit card processing. Processed over \$100k in GMV in the first year.
- Spearheaded the "next generation" front end application with the front-end technical lead. This involved creating a new application in ReactJS to replace older views that were built in JS/PHP.
- Integrated the legacy PHP application with the "next generation" application (ReactJS).
- Worked with support & sales to implement features needed by our customers.

Skills: ReactJS, Redux, Javascript, PHP, Emberjs, SQL, Flow, HTML/CSS, API integrations, Git, Webpack, and Node. Some experience with Docker, Scala, and Kubernetes.

2014

Full Stack Engineer - Clutch Prep (clutchprep.com) - Miami, FL

- Designed, built, and implemented dynamic pages based on textbooks. This allowed students to study material that was only relevant to the class they are in.
- Implemented front-end analytics tracking to track critical business KPIs.
- Designed, built and implemented a payment feature that allowed users to have their parents pay for their tutoring.
- Designed, built and implemented dynamic landing pages based on educational textbooks.

Skills: Ruby, Ruby on Rails, HTML/CSS, Redis, Heroku, Postgres, UX/UI design, and SQL.

2014

Full Stack Engineer - Coolhouse Labs (2014 Summer Batch) - Harbor Springs, MI

- Advised companies in the cohort on development issues, product decisions, marketing, user acquisition strategies, and user experience. This was a 3 month contract.
- Rewrote the codebase for Fountain Greetings from PHP to Ruby on Rails and BackboneJS (Javascript)

Skills: Ruby, Ruby on Rails, Javascript, BackboneJS, HTML/CSS, Heroku, Postgres, UX/UI design, and SQL.

2013

Freelance / Other Ventures

- Provided Construction Connection with web development needs on a freelance basis.
- Provided the marketing strategy for Loop Pay, which helped the company raise over \$120k on Kickstarter. They were later acquired by Samsung as an Apple Pay competitor.
- Authored a book about Growth Marketing.
- Started a publishing company (later wound it down) that had published over 55 titles.

REFERENCES AVAILABLE UPON REQUEST
