Raminder Goraya

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Summary

Seasoned Engineering leader with **15+ years** of progressively responsible experience managing and actively contributing to multiple **Agile** software engineering teams. Skilled in managing both lead-level and entry-level Software Engineers to deliver **web & mobile** apps serving millions of customers. Proficient in **engineering leadership**, **engineering hiring, engineering talent development**, and crafting **engineering roadmaps**. Well-versed in **business stakeholder management**, **technology vendor management** and **technology cost optimization**.

Professional Experience

Director of Engineering | **Touch of Modern** | San Francisco, California **|** 10/2021 - 05/2024

- Developed and implemented **engineering strategy** for Touch of Modern's homegrown e-commerce platform, enhancing it via business critical & positive ROI feature development and achieving **system scalability** ensuring **99.9% system uptime** while serving a customer base of 30MM+
- Envisioned and realized **product strategy** for **customer-facing web & mobile apps** running product experiments and implementing features cumulatively **uplifting purchase conversion by 50 BPs** while **reducing SKU lead times by 50%**
- **Leveraged AI** through an **AWS** and **OpenAI** juxtaposition, building **AI powered KPI interfaces empowering business teams** with real time data visibility through human-like **chatbot** interactions helping them make **data-driven decisions** from procurement through order delivery, leading to 4**3% increase** in marketplace event success rate
- Headed and grew a **12-member** dev team comprised of varied experience levels (junior to lead) and mixed technical skill set (backend, frontend, full-stack, mobile & data), promoting a culture of **continuous learning and development**, resulting in a **high performing**, **balanced** and **right-sized** team **delivering business goals** at above-goal **project velocity**
- Spearheaded technology **cost optimization** and **budgeting** making **build-vs-buy recommendations** replacing multiple vendors with home-grown solutions and identifying **tech vendor cost savings** opportunities (AWS Cost Explorer) actualizing **$347K in annual savings** in 2023

Engineering Manager | **Touch of Modern** | San Francisco, California | 06/2020 - 10/2021

- Managed and contributed to engineering team composed of **highly experienced specialists** and **junior team members** (size of 10 - 15) delivering complex projects boosting bottom line by $500K/Yr
- Lead the **engineering hiring** to **scale up** dev team while adopting a **hybrid team structure**, combining full-time talent with **near-shore;** 30% added cost resulting in **increasing engineer bandwidth by 110%**
- Accomplished **continuous improvement** to the team leveraging **engineering talent development** plan powered by self-driven **coaching** and **mentoring**, providing engineers a clear path to their next professional goal; resulting in 60% of the team exceeding yearly expectations and getting promoted
- Introduced multiple **process improvements** to **engineering project roadmap** including building a custom **prioritization tool** enabling **Business Stakeholders** to pitch projects running them through **ROI and risk analysis** (ops, financial & engineering) helping identify projects bringing maximum value to business
- Lead engineering strategy for homegrown marketing email platform supporting **10MM+ daily email** sends while maintaining **99.9% inbox placement** rate

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`Senior Product Engineer` | **Touch of Modern** | San Francisco, California | 02/2019 - 06/2020

- Owned **Product vision** and **roadmap** and oversaw its implementation for e-commerce platform **servicing 30MM users**
- Introduced impactful **consumer facing features** such as "Notification Inbox", "Cart Reminders", "Favorite Lists", **increasing add-to-cart rate by 7%** and **SaaS integrations** such as Extend (product warranty), ShippedShield (shipment insurance) adding **~$300k/yr** to business
- Migrated TouchOfModern's online marketplace monolith into distinct **React Single Page Application (SPA)** Modules enabling **horizontal scaling** and dramatically increasing page load speeds
- Executed **A/B tests** to iteratively develop and **measure success of consumer facing features** against key conversion metrics

`Senior Frontend Engineer conslt.` | **Stealth Startup** | San Francisco, CA | 12/2018 - 12/2019

- Architected the Frontend development for a reactive Sports **data visualization** app using **React JS** for displaying Sports scouting reports, recruits stats, team draft boards and events calendar for NBA clients
- Led a 4 member front-end dev team providing front-end **software architecture guidance** and **code reviews** focusing on team's **code quality**, **test coverage**, **time complexity** and **maintainability**
- Worked closely with **Product team** for customer facing feature **ideation** and implementation

`Senior Front-end Engineer` | **Glyde Corporation** | Palo Alto, California | 03/2016 - 12/2018

- Implemented **pixel perfect front-end** functionality working with **Product, UX and Business** teams
- Delivered **Test-driven development** aimed at Glyde's server side feature-development and enhancements to in-house APIs
- Developed **Glyde's "Inline Store"**, a drop in **SDK** enabling full Glyde marketplace experience on multiple partner platforms incrementally **boosting orders by 10%**
- Introduced **SEO improvements** by building a "landing page" layer for the online marketplace helping **increase daily traffic by 45%** organically **attracting new users** to the marketplace

`Front-end Engineer` | **Glyde Corporation** | Palo Alto, California | 06/2012 - 03/2016

- Developed sophisticated front-end functionality for Glyde's **desktop and mobile** site adhering to **mobile web best practices** leveraging **responsive design** with **cross-browser compatibility**
- Integrated social functions using Facebook Graph API, Google+ API, Google Maps API
- Optimized the mobile site for search engines, addressing viewport limitations and retina display support
- Executed **Google page speed monitoring** best practices improving page load speeds by 10%

`Software Engineer` | **CALIT2, University of California, Irvine** | Irvine, California | 06/2010 - 03/2012

- Performed **Test Driven Rails development** designing and developing large portions of "Causality" Rails app including **recommendation system**, ranking, system state management and **user reputation scoring**
- Improved UX for these functionalities through highly **responsive UI** supported by **AJAX** interactions
- Developed a Rails web app to create 'Seedlings' – **Contextually Geotagged multimedia posts** leveraging **Geocoding** and **Reverse Geocoding** Google API scripts for placement and location identification of posts
- Selected for and presented app at **STARTL Design Boost**, San Francisco – 4 day boot camp by IDEO

Associate, Programing & Analysis | **Convergys IMG Hyderabad, India** | 07/2007 - 03/2010

- Implemented complex features using AS400 for three major releases of AT&T CARE telecom billing system
- Developed features for making Amex billing data compliant to Capital Asset Pricing Model (CAPM)
- Developed **permanent fixes** for AT&T Online Mechanized Error Correction System affecting **90% error reduction**
- Appointed as offshore and onshore **Subject matter expert** for AT&T Message Processing System (MPS)

Core Competencies

Engineering Leadership, Engineering Strategy, Product Strategy, Product Management, Project Management, System Design, Data security, Engineering hiring, Engineering Talent Development, Technical Vendor Selection, Vendor Management, Data Privacy, IT Security, Business Continuity, Disaster Recovery, Redundancy strategy, Continuous Improvement

Skills

- **Cloud Infrastructure:** AWS (cloud practitioner), Heroku
- **Programming Languages**: JavaScript (ES6, ES5), TypeScript, Ruby, C++
- **Web App Development**: React, Redux, Ruby on Rails, Node.js, Underscore, Lodash, jQuery, HTML5, CSS3
- **Database**: MySQL, SQLite, ActiveRecord MS SQL Server, IBM DB2

Education

- **Master of Science in Informatics** | University of California, Irvine, California, USA
- **Bachelor of Technology in Computer Science**: Punjab Technical University, Punjab, India