Franco Waisfeld

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Full Stack Software Engineer

Something about building things - making them better, faster, and more efficient drives me as a software engineer. Recently I built Syncosaurus, a React-JavaScript framework for real-time collaborative web applications by leveraging my experience as a Software Engineer at Reveler. I combine my expertise in conversion rate optimization and specialization in the Node.js and React ecosystems to drive customer retention while building performant applications that scale.

SOFT SKILLS

- Transparent communication
- Autonomous
- Prioritization
- Attention to detail
- Adaptable
- Collaborative

TECHNICAL SKILLS

Programming Languages: JavaScript, TypeScript, Ruby, Go, HTML, CSS, SQL
Frameworks: React, Next.js, Express.js, Node.js
Software Engineering: Agile Methodology, REST APIs, GraphQL, Real-time communication, Websockets
Development Tools: Git, AWS, Cloudflare
Databases: SQL / NoSQL, MongoDB, PostgreSQL

PROFESSIONAL EXPERIENCE

Syncosaurus (Capstone Project) | Remote | January 2024 - June 2024
Full Stack Software Engineer
Syncosaurus is a framework for real-time collaborative applications ([click for case study](#))
- Developed a distributed state syncing system that resulted in shared state between up to ~50 clients through web sockets
- Implemented optimistic UI updates leading to 0 ms of perceived latency for client updates
- Engineered delta updates and batching which reduced web socket message size by ~95%
- Architected and developed a backend of edge workers to support concurrent web socket connections and persistent state storage
- Worked with a remote team of 4 engineers using agile methodology, resulting in building a working framework in 4 months

Reveler | Remote | August 2022 - September 2023
Full Stack Software Engineer
Reveler is a ticket marketplace for nightlife venues
- Built an MVP Next.js ticket marketplace and implemented our flagship features leading to sign-ups from the first 5 venues
- Developed an admin dashboard enabling venues to manage ticket offerings and view real-time updates resulting in a 10-point increase to the NPS (Net Promoter Score)
- Conducted 40 interviews with potential customers resulting in the addition of the 3 main features for the MVP

The Hire Talent | Remote | September 2019 - January 2021
Marketing Strategist
The Hire Talent is a SaaS for hiring better employees
- Increased sales qualified leads by 72% as the only full-time marketing employee
- Managed ad spend of $20,000 a month across Google Search, LinkedIn, and Facebook resulting in an average return of ~300%
- Rewrote copy for the entire website resulting in 31% increase in conversion rates

Nova Crate | San Diego, CA | March 2018 - August 2019
Founder
Nova Crate was an e-commerce store in the Household products niche
- Ran Facebook and Instagram ads resulting in $30,000 in monthly revenue
- Managed ad spend of over $10,000 a month with an average return of ~250%
- Optimized the website for conversions turning 4.2% of website visitors into buyers

PROFESSIONAL DEVELOPMENT

Launch School | Full stack web development | November 2021 - April 2024
- Completed Launch School's intensive 2,000-hour program for full stack development, mastering the fundamentals of Ruby and JavaScript.

LANGUAGES

- **English** (Native) | **Spanish** (Native)

References Available Upon Request