

# Daniel Marchan

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Software Engineer with 7+ years of experience in TypeScript, Angular, React, and Node.js. Rebuilt the UI of a healthcare application that handles 10k+ users and 20k+ transactions per month, refactoring legacy code with SOLID principles and Design Patterns while meeting 99.9% uptime. Interested in Software Architecture and AI Tooling.

## Professional Experience

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### Software Engineer

### RubiconMD

October 2022 - Present

Remote for Miami, Florida, U.S.

Contribute across the stack using Angular, Ruby on Rails, and React Native, on a highly regulated software platform.

- Rebuilt the UI of our core product that handles 10k+ users and 20k+ transactions per month, refactoring legacy code with SOLID principles and Design Patterns while meeting 99.9% uptime.
- Implemented a feature flag system to hide in-progress features, enabling safe releases on mission-critical workflows, cutting the amount of reported bugs by 20%.
- Shipped full-stack features spanning DB migrations, GraphQL resolvers, and UI workflows, cutting handoff delays while maintaining 80%+ unit-test coverage.
- Owned feature delivery on a React Native application that consumed both a REST and a GraphQL API, and mentored other team members on best practices when working with this framework.
- Built a CI/CD pipeline that created React Native builds, eliminating the need for time-consuming and error-prone manual build generation.
- Improved Sentry observability by enriching reporting of GraphQL errors while staying compliant by filtering out sensitive data.
- Drove Cursor adoption by running hands-on training for 5+ engineers, increasing sprint velocity by 20% through faster implementation and debugging.
- Migrated the end-to-end test suite from Cucumber to Cypress, improving test stability through resilient selectors and request interceptors, cutting flaky CI failures by ~40%.
- Turned PRDs into sprint-ready technical implementations (API/data contracts, edge cases, rollout), breaking epics into executable tickets, minimizing blockers and carry-over work.

**Skills:** *TypeScript, JavaScript, Angular, RxJS, HTML, CSS, SASS, Nx Monorepo, Storybook, Jest, Cypress, React Native, Ruby on Rails, GraphQL, SQL, PostgreSQL, AWS, Docker, CI/CD, CircleCI, GitHub, Sentry, Datadog, Pendo, Agile Methodologies*

### Software Engineer

### Digital Media Solutions

December 2019 - October 2022

Remote for Miami, Florida, U.S.

Built lead generation products across multiple verticals in a high-traffic environment (200K+ weekly visits).

- Built 15+ multi-step lead-gen funnels with Vue, React, and PHP, implementing Google Analytics, Google Tag Manager, and server-side conversion events, improving attribution for Google and Facebook Ads.
- Optimized landing page performance by reducing render-blocking work and tuning asset delivery, consistently hitting 90+ Lighthouse scores and improving funnel completion.
- Implemented privacy-compliant data capture patterns across lead flows by ensuring disclosures and proof of consent were always present, maintaining zero compliance incidents.
- Built a job board SPA that increased monetizable click opportunities, tracking click-through performance end-to-end with reliable attribution/reporting.
- Built 5+ highly customized Facebook Messenger lead generation chatbots with compliant opt-in flows and

conversion attribution, enabling accurate cross-channel measurement from ad click to qualified lead.

- Planned out work with project managers, designers, and other engineers by dividing product requirement documents into well-scoped tickets, minimizing confusion and the need for last-minute changes during sprints.
- Collaborated with developers in a 3–4 engineer Scrum team through code reviews and implementation feedback, standardizing Vue, React, and PHP patterns.

**Skills:** *TypeScript, JavaScript, Vue.js, React, PHP, HTML5, CSS3, Google Analytics, Google Tag Manager, ManyChat, Kentico CMS, Bitbucket, GitHub, Agile, CI/CD, SQL, PostgreSQL, Docker, Agile Methodologies*

## Software Engineer

### SAMA Labs

January 2019 - November 2019

Boca Raton, Florida, U.S.

Building ecommerce storefronts and landing pages with a focus on web performance, accessibility, and conversions.

- Shipped 10+ custom e-commerce sites on WordPress and Shopify by extending themes/templates (PHP, HTML/CSS, JavaScript), delivering pixel-accurate, production-ready storefronts with fewer revision cycles.
- Implemented conversion attribution and user analytics via Google Tag Manager by defining event schemas (add-to-cart, checkout steps, purchases) and ensuring tracking accuracy across common customer journeys.
- Delivered responsive acquisition pages and A/B-tested copy and layout variations, iterating quickly on experiments to improve funnel completion without sacrificing page performance.

**Skills:** *HTML5, CSS3, PHP, JavaScript, jQuery, Bootstrap, WordPress, Shopify, Google Tag Manager*

## Education

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- **BBA Information Systems, Florida International University**

## Skills and Technologies

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- **Programming Languages:** JavaScript, TypeScript, Ruby, PHP
- **Technologies:** Angular, React, Node.js, Express, React Native, Rails, RxJS, Nx Monorepo, Storybook, Jest, Cypress, GraphQL, Apollo, SQL, PostgreSQL, AWS, Docker, CI/CD, GitHub, Sentry, Datadog, Pendo, Vue.js, React, HTML5, CSS3, Google Analytics, Google Tag Manager, Bitbucket, Sass, jQuery, WordPress, Shopify
- **Methodologies:** Scrum, Agile, BDD
- **Interests:** Web Performance, Software Architecture, AI tooling, Developer Experience (DX)

## Projects & Extra

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- **Software Mastery™ by theSeniorDev** - A 1-year program tailored for driven software engineers aiming to solidify their skills at the senior level. The curriculum is designed to cover a wide array of high-level topics, such as Software System Design, Microservices Architectures, API Design methodologies, and advanced CI/CD processes. Participants engage in complex problem-solving scenarios and work on production-ready to reach proficiency in these areas.

## Languages

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- **English:** Native Proficiency
- **Spanish:** Native Proficiency