

GUY ROMELLE MAGAYANO

Senior Full Stack Engineer

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An accomplished senior software engineer with at least six years of hands-on experience spearheading and participating in full-cycle software development. Possesses a proven track record in leading cross-functional teams to deliver high-performance applications and robust solutions that catalyze business growth and operational efficiency. Expert in harmonizing deep technical skills with a strategic approach to surmount challenges and pioneer innovative solutions.

PROFESSIONAL EXPERIENCE

Senior WordPress Engineer at News Corp Australia (X-Team)

April 2023 – July 2023

Australia – Remote (Full-time)

- Fixed **Ceros API** integrations for *GQ and Vogue Australia*, enhancing content updates and user engagement.
 - Introduced caching mechanisms for static content to reduce unnecessary API calls to improve the speed and responsiveness of both websites.
 - Refactored the existing API integration code for both efficiency and reliability, ensuring that any content created or updated in **Ceros** is correctly and promptly reflected on the websites.
- Contributed to the development and integration of vertical videos for Vogue Australia, improving user experience.
 - Engaged with stakeholders to align project objectives with business goals and user needs.
 - Worked closely with UI/UX designers to discuss and finalize the implementation strategy for vertical videos across various pages of the Vogue Australia website.
 - Developed additional UI elements to enhance the existing vertical video implementations on the site using **React.js** and **Node.js**.
 - Conducted a comprehensive code refactor in the frontend to improve maintainability and performance, adhering to best practices and modern standards.
 - Created extensive documentation for the UI components and their functionalities, focusing on the specifics of implementing vertical videos within a **Create React App (CRA)** frontend setup and the technical aspects and use-cases of the newly added features to aid future development and maintenance.
 - Optimized the loading performance of vertical videos on the frontend, enhancing user experience and reducing latency. Notably,
 - *Implemented lazy loading of video content where they will only start loading when they are in or near the user's viewport. This reduces initial page load time and saves bandwidth for users who do not scroll to the video content.*
 - *Used optimized low-size thumbnail images as placeholders for videos which served as a preview of the video content before the actual video loads, enhancing the perceived performance.*

- *Preload critical videos that are essential for initial page load just before user interaction takes place*
 - Focused on ensuring that vertical videos are fully responsive and functional across various mobile devices. Used a combination of software (**Chrome and Safari DevTools**) and hardware (**iOS and Android devices**) tools to conduct rigorous testing to identify and rectify any issues related to mobile responsiveness, ensuring a seamless viewing experience on all devices.
 - Successfully deployed the updated vertical video feature to the Vogue Australia website with its **CI/CD** setup using **CircleCI** and deploy them to **WordPress VIP** environment.
- Added documentation updates via **Confluence** with the help of development leads and heads, reducing developer confusion and support queries for both *GQ* and *Vogue Australia* websites.
- Pioneered front-end testing for both *GQ* and *Vogue Australia WordPress VIP* sites, using a robust suite of tools tailored to our application stack, significantly reducing critical bugs and ensuring app stability.
 - Leveraged **Jest** for comprehensive unit and snapshot testing to validate individual components and logic, ensuring high-quality code in production.
 - Employed **React Testing Library** to conduct integration testing, simulating user interactions within React components to verify cohesive functionality.
 - Additionally, integrated **Cypress** for end-to-end testing, meticulously automating user flows and interactions with the application in a real browser environment, which resulted in a more resilient and user-verified product.
- Automated **WordPress VIP** local development setups of *GQ*, *Vogue Australia*, *The Australian*, and the *NewsDNA* with the development of custom automation scripts built using **BASH**, significantly boosting team productivity.
- Participated in developing a novel mobile swiping feature for *News Australia* which enhanced user interactivity by enabling left and right swipes in between stories.
- Contributed fixes to the company's various custom **WordPress** plugins and themes.

Senior Full Stack Engineer at Epic Design Labs

April 2020 – February 2023

Portland, Oregon, USA – Remote (Full-time)

- Contributed in the development of a custom web crawler for SEO reporting, integrating various technology stacks and automating deployment.
 - Contributed in the backend development using a combined technology stack that included **Python**, **Django**, **Django REST Framework**, **PostgreSQL**, and **Go**.
 - *The app included features such as user management, authentication and social login, site search functionality, web crawling features, settings and account management billing and subscription, and logout function.*
 - Led the frontend development of the entire app. Built primarily with **TypeScript**, **ReactJS**, **Next.js**, and **Node.js**.
 - *For user interfaces, TailwindCSS, Headless UI, Heroicons were primarily used. Axios, TanStack Query, Formik/Yup were also used for client and server side data fetching, state management, and form submission and validation.*
 - Performed performance enhancements to the app in the frontend with the use of some techniques including:

- *Component memoization of function components to prevent unnecessary re-renders when its props' state don't change often.*
 - *State and context optimizations like minimizing state updates and context changes for better app performance.*
 - *Leveraged server-side rendering (SSR) for dynamic content to improve load times and SEO.*
 - *Image optimization with the use of **Next.js** Image component with features like lazy loading and automatic image sizing.*
 - *Utilized tools like **Axios** and **TanStack Query** for more efficient data fetching with features like caching, revalidation on focus, and deduplication that improve overall app performance and responsiveness.*
 - *Added state management like **Redux** to handle complex states across various components.*
 - *Included dynamic imports for splitting the overall code into smaller bundles and loading them only when needed using **React.lazy()** or **Suspense**.*
 - *Conducted regular bundle analysis to ensure bundle sizes are optimized for better loading performance using **@next/bundle-analyzer** NPM package.*
 - *Integrated service workers for caching app assets and data on the client side.*
 - *Conducted regular performance audits with tools like the **Google Lighthouse** and monitor Core Web Vitals for more performance insights.*
- Handled setup and maintenance of key third-party API integrations like **Stripe** and **Sentry SDKs** within the app.
- Contributed to the local development environment setup and development of **CI/CD** pipeline with **Docker/Docker Compose** and **Github Actions** respectively, **Traefik** for better networking with its modern reverse proxy and load balancer capabilities, and **Make** for simplifying complex utility commands that are often used during development.
- Successfully deployed frontend and backend updates in a pre-configured **AWS** (*Amazon Web Services*) environment via Docker scripts.
- Enhanced operational efficiency by automating critical data processes, including web scraping and scheduled cron jobs, through the development of sophisticated **Python** scripts, saving significant time and improving data management.
- Developed mobile and web apps for a wine business, increasing user engagement and revenue.
 - Led the full stack (frontend and backend) development of the app using **TypeScript** for its type safety features, **Next.js** for Web and **React Native** for mobile, **Redux** for state management, **Express (Node.js)** as the primary server framework, **GraphQL** with **Apollo** server for efficient data fetching, **MongoDB** as the main database.
 - *The app had the following features: user management, wine catalogue, e-commerce functionality, wine recommendations, subscription services, event management, community engagement, customer support, analytics and reporting, push notifications and alerts.*
 - Performance optimizations were also done during the development phase which include:
 - *Implemented query batching and merging in **GraphQL** queries to reduce the number of server requests.*
 - *Optimized database queries and used pagination to handle large datasets effectively in addition to using indexes to speed up query execution.*
 - *Took advantage of **Apollo's** caching capabilities for repeated **GraphQL** queries*

- Utilized **Traefik** to distribute traffic evenly across servers, enhancing the app's scalability and reliability.
 - Employed asynchronous and non-blocking operations in **Node.js** to handle multiple requests concurrently without blocking the event loop.
 - Implementing rate limiting to prevent abuse of the API and maintain server stability.
 - Optimized the React Native navigation for smoother transitions and reduced memory usage such as lazy loading of screens, using efficient navigation libraries like **react-navigation** or **react-native-navigation** for more native performance and flexibility, and using lightweight transitions in between screens for better user experience especially in lower-end devices.
 - Conducted regular performance monitoring with tools like **React DevTools**.
 - Deferred heavy tasks or computations that are not critical for the screen rendering until after the transition is complete.
 - Minimized and compressed network requests to reduce loading times.
 - Implemented security best practices to protect user data and prevent breaches that could adversely affect performance such as data encryption, more robust authentication mechanisms such as **OAuth2** or **JWT** (JSON Web Tokens), more rigorous form validation and sanitation of user inputs to prevent **SQL injection**, **XSS** (Cross-Site Scripting), and other injection attacks, and regular audit of libraries and dependencies and update them accordingly to prevent vulnerable dependencies that will affect the app's performance and security.
- Led the development of websites like *RVGearPro* and *Duxiana*, ensuring high-quality deliverables.
 - Initiated the project by defining clear goals and objectives, aligning with the business requirements for both *RVGearPro* and *Duxiana* while enhancing their site features.
 - Designed a headless architecture plan, detailing how both **BigCommerce**, **Contentful**, and **Optimizely APIs** would serve as backend to a **Gatsby + TypeScript** frontend to each of the websites.
 - Developed two, custom **Gatsby** plugins: *gatsby-source-bigcommerce* and *gatsby-source-optimizely* which primary purpose was to efficiently fetch data from both **BigCommerce**, **Contentful**, **Optimizely APIs**, respectively. They would allow for seamless integration of product data into **Gatsby's GraphQL** layer, enabling better data management and site performance.
 - Implemented advanced data fetching and caching mechanisms within the plugins to optimize site performance and reduce load times and also ensuring the data from **BigCommerce**, **Contentful**, **Optimizely** were reliably updated and cached for optimal use by **Gatsby's** static site generation process.
 - Utilized serverless functions using **TypeScript** for backend operations, aligning with the headless architecture scalability needs.
 - Integrated **Algolia Search** for *RVGearPro* to provide extensive search functionalities to the site.
 - Hosted the server solution on **Netlify**, leveraging its features like automated **CI/CD** pipelines for efficient building and deployment processes and backup and recovery protocols, ensuring data safety and quick restoration, while also utilized its **CLI** (*Command Line Interface*) for development purposes.
 - Focused on performance optimizations, particularly around the static generation of content and efficient API interactions.
 - Regularly audited the headless sites for performance bottlenecks and implemented optimizations using **Chrome DevTools**, ensuring fast load times and smooth interactions.

- Oversaw the regular updating of code libraries, tools, and dependencies to keep the site secure and up-to-date with the latest technological advancements.
- Identified and resolved any issues, bugs, or anomalies reported by users or identified during internal testing.
- Add comprehensive testing with **Jest**, **React Testing Library**, and **Cypress** for unit and snapshot testing, integration testing, and end-to-end testing respectively.
- Led a small development team that included frontend and backend developers following an **agile** approach to development; Ensured that team members had clear roles and responsibilities and provided mentorship to other developers, ensuring their professional growth; Conducted regular code reviews, stand-up meetings, and retrospectives to ensure the project stayed on track and any obstacles were promptly addressed.
- Ensured continuous communication with all stakeholders, product managers, and designers, balancing technical objectives with business goals.
- Acted as the main point of communication between the development team and other departments, ensuring clear and concise updates on project progress, challenges, and achievements.

Senior Full Stack Engineer at MultiplyMii

April 2020 – September 2021

Philippines – Remote (Full-time)

- Implemented a pricing calculator, streamlining client interactions and improving sales conversions.
 - The company website (<https://multiplymii.com>) was developed using **Nuxt.js (Vue.js)** in the frontend along with **GSAP** for animations, then deployed in Google Cloud Platform (**GCP**).
 - Designed UI features that made the website more modern and responsive (using **Bulma UI**)
 - Developed testing protocols and processes that validated the performance of numerous features and interfaces using **Jest**.

Full Stack Engineer at MAKE Interactive BV

April 2019 – February 2020

Netherlands – Remote (Full-time)

- Improved **WordPress** sites, reducing maintenance time and enhancing site performance.
 - Conducted comprehensive audits of multiple WordPress sites for clients based in the Netherlands to identify performance bottlenecks.
 - Implemented advanced caching techniques using tools like **WP Rocket** and **W3 Total Cache** to significantly reduce page load times.
 - Optimized images and streamlined content delivery using CDNs, effectively enhancing the site speed and user experience.
 - Performed database optimization by cleaning up redundant data and employing efficient query structures, which drastically reduced website maintenance time.
 - Fix UI layout issues in both desktop and mobile platforms and optimize site responsiveness.
- Contributed to the development and launch of SaaS app features, increasing user adoption and reducing support requests.
 - Instrumental in developing critical features of *Driff*, a SaaS application, ensuring robustness and scalability.

- Leveraged **Create React App (CRA)** to build a dynamic and responsive front-end, improving the overall user interface and interaction.
- Engineered a custom **WordPress** plugin for a shipping company, improving its lead response and CRM processes.
 - Developed a bespoke **WordPress** plugin to address the unique needs of the aforementioned company focusing on advanced form handling capabilities, including data validation, submission handling, and integration with their existing Salesforce CRM system. The plugin was built with **PHP, jQuery, AJAX, HTML, CSS**
 - Created custom workflows within the plugin to automate various tasks, enhancing operational efficiency for these organizations.
 - Ensured the plugin was highly customizable and user-friendly, allowing non-technical staff to configure forms according to their specific requirements.

Full Stack Engineer at Orth Enterprises, LLC

April 2019 – August 2019

Houston, Texas, USA – Remote (Full-time)

- Enhanced the *Julva* website with modern Web tech stacks, improving user engagement and sales.
 - Utilized **Hugo**, a fast and modern static site generator, to rebuild and optimize the aforementioned website. This involved creating a more intuitive and user-friendly layout, ensuring faster load times and improved SEO. Focused on developing a mobile-responsive design with **Hugo's** templating system to enhance accessibility and user experience across different devices.
 - Leveraged **SASS** (*Syntactically Awesome Stylesheets*) to write more efficient, maintainable, and scalable **CSS** while also following a **BEM** (*Block Element Modifier*) naming convention to the custom styles reduce CSS footprint and organize complex styling more efficiently.
 - Set up **Gulp**, a task runner, to automate repetitive tasks such as minification of style and script assets, image optimization, and browser reloading on file changes. This streamlined the development process and enhanced the website's performance.
 - Employed best practices in web performance optimization, including image compression, efficient loading of **JavaScript** and **CSS**, and minimizing HTTP requests, all of which contributed to faster page load times and an improved user experience.
 - Conducted thorough testing across various browsers and devices to ensure compatibility and responsiveness.

Full Stack Engineer at Outsourcing Wizards

January 2019 – March 2019

USA – Remote (Full-time)

- Developed a real estate **WordPress** plugin, enhancing site speed and user experience.
 - Engineered a specialized **WordPress** plugin tailored for real estate websites. This plugin was designed to streamline property listing and search functionalities, significantly boosting site speed through optimized data handling and **AJAX**-based search queries.
 - *Developed **WordPress Gutenberg** blocks for listing properties, search functionality, and contact forms.*
 - *Add modules for interactive property maps and dynamic filtering with **PHP** and **JavaScript***

- Enhanced the user experience by integrating interactive property maps and dynamic filtering, allowing for quick, user-friendly navigation and property discovery.
- Focused on responsive design and seamless integration with various **WordPress** themes, ensuring a consistent and engaging user interface across devices.
- Led the development of a custom WordPress theme boilerplate, designed as a foundational framework for multiple websites. This boilerplate utilized a modern tech stack including **React**, **Node.js**, **Webpack**, **TailwindCSS**, **PostCSS**, **JavaScript**, and **PHP**, setting a new standard for theme development.
 - Incorporated **React** for building a dynamic and interactive user interface, significantly elevating the user engagement levels compared to traditional WordPress themes.
 - Utilized **Node.js** and **Webpack** for efficient asset bundling and build process management, resulting in enhanced page load times and overall site performance.
 - Integrated **TailwindCSS** and **PostCSS** for streamlines and maintainable styling, facilitating rapid UI development with a focus on responsiveness and aesthetics.
 - Wove **PHP** into the structure for seamless integration with WordPress core functionalities, ensuring compatibility and ease of use for developers.

Full Stack Engineer at Infosoft Studio

November 2014 – September 2018

Philippines – Remote (Full-time)

- Led the development of **WordPress** websites for Philippine government agencies, enhancing online visibility and user experience.
 - Spearheaded the development of **WordPress** websites, serving as the primary point of contact and project lead for clients including the *City Government of Tagum and Davao*.
 - Coordinated with government representatives to understand their specific needs and objectives, ensuring that the development aligned with their public service goals.
 - Oversaw the design process, emphasizing user-friendly interfaces that cater to a diverse range of citizens. Ensured that the design was accessible, intuitive, and reflective of the government agencies' branding and identity. Used **Figma** as the primary UI/UX tool.
 - Led a team of developers in building **WordPress** sites, focusing on creating scalable, secure, and easily navigable platforms. Ensured the use of clean, efficient code and adherence to best practices in **WordPress** development.
 - Setup **VVV** (*Varying Varying Vagrants*) for the development team to use in local WordPress development.
 - Implemented advanced **SEO** strategies to enhance the online visibility of the government agencies. This included optimizing website content, improving site structure, and ensuring mobile responsiveness.
 - Utilized tools and plugins to monitor SEO performance and make adjustments as needed, driving increased traffic and engagement from the public.
 - Focused on optimizing the user experience, ensuring that information was easily accessible and that the websites facilitated efficient interaction between the public and the government agencies.
 - Conducted usability testing and gathered user feedback to continuously improve the interface and functionality of the websites.

- Facilitated content management solutions, allowing for easy updates and management of the website content by agency staff. This included customizing the WordPress dashboard to suit non-technical users.
- Provided training sessions for government staff, enabling them to effectively manage and update the website, ensuring its long-term sustainability and relevance.
- Ensured that the websites adhered to stringent security protocols, protecting sensitive data and preventing unauthorized access.
- Complied with legal and regulatory requirements specific to government websites, including data privacy laws and accessibility standards.
- Established ongoing support and maintenance plans for the websites, ensuring they remained up-to-date with the latest WordPress updates, security patches, and technological advancements.

SKILLS

Frontend Development

HTML5, CSS3, JavaScript, TypeScript, ReactJS (Next.js, Gatsby.js), VueJS (Nuxt.js), CSS Frameworks (Bootstrap, Bulma, TailwindCSS, TailwindUI, Headless UI), Testing (Jest, React Testing Library, Cypress), Hybrid Apps (React Native), Module Bundlers (Webpack), UX Design (Figma)

Backend Development

PHP (WordPress), NodeJS (Express.js), Python (Django), Go, GraphQL (Apollo), Databases (MySQL/MariaDB, PostgreSQL, MongoDB, SQLite), APIs (REST, GraphQL), Serverless

DevOps

Web Servers (Nginx, Apache), Operating Systems (Linux), Terminal Shells (BASH), Virtualization (Docker, Vagrant), CI/CD (GitHub Actions, CircleCI), Cloud (AWS, Amazon EC2, Amazon S3, AWS Lambda, Netlify), Version Control (Git, GitHub).

Education

Bachelor of Science in Information Technology

University of Immaculate Conception
Father Selga St., Davao City