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WALLY FAYE

SUMMARY

A seasoned Staff Architect with over 15 years of experience in the tech and finance sectors in New York City. Recognized for leading dynamic teams and aligning technological strategies with organizational objectives. Demonstrated proficiency in solution architecture, spanning both frontend and backend systems, and streamlining operations using CI/CD and Docker technologies. Expertise in implementing Agile practices and fostering collaborative environments across departments. Hands-on experience in data management, digital analytics, and quality assurance frameworks. Complemented by a strategic mindset, evidenced by credit model development and investor relations roles. Holds a deep understanding of SEO, analytics, and automation, and has a track record of optimizing business processes and ensuring platform reliability. Adept at bridging the gap between technology and business goals, aiming to drive innovation and achieve operational excellence.

EXPERIENCE

Hype, New York City – *Staff Architect*

November 2019 – PRESENT

- **Leadership:** Managed a dedicated team of engineers, guiding them to deliver high-quality and timely solutions. Frequently collaborated with the CEO, CTO, and COO to align technical strategies with company objectives.
- **Agile Methodology:** Spearheaded the implementation of agile practices, including daily scrums, sprint reviews, retrospectives, planning, and backlog grooming, driving continuous improvement in delivery and collaboration.
- **Solution Architecture:** Designed and architected robust solutions across both the frontend and backend ecosystems, ensuring seamless integrations and efficient workflows.
- **CI/CD Implementation:** Pioneered a Docker-based CI/CD workflow using GitHub Actions, resulting in quicker iterations, reduced manual intervention, and heightened code quality.
- **Testing Frameworks:** Instituted a comprehensive testing suite, ranging from unit tests to end-to-end synthetic tests, bolstering reliability and resilience.
- **Scope Definition:** Partnered closely with the product lead to clearly identify, define, and prioritize scope of work, ensuring that the platform consistently met user needs and business goals.

- Stakeholder Collaboration: Presented intricate architecture plans to a committee of engineers, valuing and integrating feedback to foster a culture of shared ownership and collective growth.

Quickframe, New York City – *Senior Software Engineer*

November 2018 – November 2019

- Development & Infrastructure:
 - Spearheaded the design and deployment of a local Docker environment, streamlining development and testing processes.
 - Implemented a cloud-based in-app and email notification system using serverless architectures, such as AWS Lambda, and integrated queuing systems.
 - Crafted a dedicated server setup focused on the seamless integration, transformation, and preparation of data hailing from a myriad of sources.
 - Led the architectural design and deployment of front-end multi-page form wizards to enhance user navigation and experience.
- Data Management:
 - Executed extraction of raw data from the enterprise data lake, facilitating accessible and efficient data retrieval.
 - Regularly engaged in data pipeline operations, mastering the extraction, transformation, and loading (ETL) processes, ensuring timely and accurate data availability.
- Front-End Development:
 - Devised and implemented a robust front-end architecture leveraging Redux Saga, promoting scalability and ease of maintenance.
- Team Collaboration & Leadership:
 - Collaborated closely with the product department, actively participating in ticket grooming sessions and providing accurate estimates of engineering capacity.
 - Organized and facilitated various scrum ceremonies, fostering an agile development environment and enhancing team productivity.
 - Played an instrumental role in the hiring process by providing recommendations, conducting screenings, and interviewing prospective product managers.

The Berman Group, New York City – *Web Director*

April 2012 – November 2018

- Leadership & Strategy:
 - Spearheaded the technology team, supervising and mentoring a dynamic team of 3-4 web developers.
 - Estimated project timelines and coordinated deliverables, ensuring effective collaboration between clients, art department, and event staff.

- Attained the Award of Excellence in the Website category at the Society for Marketing Professional Services (SMPS) NY Awards in 2018.
- Technology & Development:
 - Established a single server webhook, Docker, and Git-based CI/CD pipeline, enhancing the efficiency of both website and app development.
 - Integrated this pipeline with Cordova-based iOS and Android apps, facilitating direct code injection and promoting rapid development.
 - Leveraged headless CMS paired with front-end JavaScript, significantly boosting development speed, reliability, and expanding hiring capabilities.
 - Initiated custom post types based on entities with highly dynamic UI fields for advanced content management.
- Analytics & SEO:
 - Overseen the implementation of SEO and Google Analytics for single-page applications, ensuring optimal online visibility and performance metrics.
- Optimization & Automation:
 - Streamlined the art-to-email process using automation tools, resulting in a marked reduction in preparation and dispatch time for email campaigns.
 - Migrated client corporate email accounts from legacy systems to G-Suite utilizing Python scripts, enhancing user experience and functionality.
- Infrastructure Management:
 - Managed comprehensive office technology, including the network, and employee computers operating on Windows, OSX, and Linux platforms.

Principis Capital (now Smart Step Funding), New York City – Research Analyst

June 2008 – February 2010

- Credit Model Development & Implementation: Collaborated with the strategy team, headed by a leading quantitative analyst, to construct and operationalize a credit model, achieving 15% returns in its inaugural year.
- Data Management & Analysis:
 - Aggregated and sanitized historical company data, preparing it for advanced digital analysis.
 - Executed Extract, Transform, and Load (ETL) operations on vast datasets using SQL, ensuring data consistency and accuracy.
- Leadership & Supervision:
 - Managed a team of 25, overseeing their large-scale data entry tasks to guarantee optimal data input quality.

- Technological Integration:
 - Pioneered the implementation of an OCR (Optical Character Recognition) pipeline, enhancing data entry efficiency and accuracy.
- Credit Underwriting:
 - Played a pivotal role in the underwriting process, assimilating and applying the findings from the newly developed credit model.
- Investor Relations:
 - Curated and dispatched detailed investor statements, elucidating the returns and the performance of the credit model.

SKILLS

Leadership & Strategy

- Proven experience in managing and mentoring diverse teams across various organizational roles and functions.
- Recognized for aligning tech strategies with company objectives, evidenced by collaboration with senior leadership.
- Awarded for technological expertise in web development at SMPS NY Awards in 2018.

Technical Architecture & Development

- Extensive experience in solution architecture, catering to both frontend and backend ecosystems.
- Proficiency in crafting server setups, multi-page form wizards, and front-end architectures such as Redux Saga.
- Implemented CI/CD pipelines using Docker, GitHub Actions, and Git for efficient app and website development.

Agile & Project Management

- Spearheaded Agile practices, including scrums, sprint reviews, and backlog grooming.
- Skilled in estimating project timelines, coordinating deliverables, and enhancing team productivity through agile methodologies.

Cloud & Serverless Solutions

- Demonstrated expertise in cloud-based notifications using serverless architectures like AWS Lambda and integrated queuing systems.
- Familiarity with Docker environments for streamlining development and testing processes.

Data Management & Analysis

- Hands-on experience in ETL operations, data pipeline management, and digital analysis using SQL.
- Pioneered OCR pipelines and data sanitization for efficient and accurate data entry and retrieval.

Testing & Quality Assurance

- Instituted comprehensive testing frameworks, from unit tests to synthetic tests, ensuring platform reliability and resilience.

Stakeholder Collaboration & Communication

- Proven track record in presenting complex architecture plans and collaborating with committees, product departments, and investors.

SEO & Analytics

- Managed SEO and Google Analytics implementations, optimizing online visibility and performance metrics for single-page applications.

Optimization & Automation

- Initiated process automation, from art-to-email processes to corporate email account migrations, leveraging Python scripts and automation tools.

Platform Management

- Competency in managing office technology infrastructure spanning various operating systems including Windows, OSX, and Linux.

EDUCATION

Pace University, New York City – *Certificate in Android Development*

NOVEMBER 2012 – FEBRUARY 2013

University of Phoenix, Remote – *Master of Business Administration in Marketing*

JANUARY 2006 – JANUARY 2008

George Washington University, Washington D.C. – *Bachelor of Arts in Marketing*

SEPTEMBER 2001 – MAY 2005