Elon Zito, Principal Software Engineer

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LINKS

Logo Portfolio on Dribbble, Web and Graphic Design Portfolio, Coding Repos on GitHub, JavaScript and CSS Portfolio on Codepen, Stack Overflow Profile (3k reputation), Additional Links

PROFILE

Principal Software Engineer certified in Generative AI, specializing in leveraging LLMs, GenAI, and NLP to create automated solutions that enhance productivity and reduce errors. Experienced in architecting end-to-end technology solutions across full-stack development, team leadership, QA automation, and Agile methodologies. T echnical expertise spans e-commerce platforms, mobile development (React Native, Ionic), UX/UI design, and developer mentorship with a focus on creating solutions that drive technological advancement.

EMPLOYMENT HISTORY

Jan 2022 — Present

SENIOR SOFTWARE ENGINEER, uShip
Remote - Austin, TX

- Architected enterprise-scale **GenAI** solutions leveraging **Document Loaders, Text Embeddings, RAG**, **vector stores** (**Pinecone**, **Weaviate**), and **LLM** frameworks including **Amazon Bedrock**, **WatsonX**, **Amazon Q**, and **Flowise**, resulting in 40% reduction in processing time and successful deployment of production **ML/NLP** applications
- Led development of **AI-powered** products using **OpenAI** Vision API, **Python**, **BeautifulSoup-, FastAPI**, **Flask** and custom **PyTorch** models, implementing advanced prompt engineering techniques for **chatbots**, **voice assistants**, and **computer vision** applications with **Airtable Integration**
- Heavy focus on accessibility (**a11y**) by ensuring compliance with **WCAG 2.1 AA standards**, performing accessibility audits, implementing semantic HTML, **ARIA roles**, proper color contrast wih **CSS**, and keyboard navigation, and leveraging tools like **Axe**, **Selenium Lighthouse** to build inclusive and user-friendly interfaces compatible with assistive technologies.
- Designed and maintained full-stack applications using **Next.js**, **Node.js** while implementing **microservices** architecture serving 100K+ daily requests with **Auth0** authentication. Developed integrations with **Stripe**, **Shopify**, **eBay** for **eCommerce** functionality, and enterprise systems including **Salesforce** and **IBM AppConnect**
- Built and maintained containerized deployment architecture using **Docker**, **Kubernetes**, and **IaC** tools (**Terraform, AWS CDK, CloudFormation, Azure ServiceBus, Azure Functions, Application Insights**), supporting seamless scaling of AI workloads across AWS services (**Lambda**, **API Gateway**, **ECR**, **ECS**, **EC2, Amplify**) with **Linux** and **shell scripting**
- Developed and optimized legacy **C#** monolithic systems with **Snowflake** and **MSSQL** integrations while transitioning to modern **microservices** architecture, implementing **CI/CD** pipelines and containerization using **CodeCommit** and **CodePipeline**
- Led **Agile development** teams through **scrum ceremonies** including grooming, planning, and

Oct 2019 — Dec 2021

PRINCIPAL SOFTWARE ENGINEER, Ambrose Health
Deerfield Beach, FL

- Architected and implemented **distributed microservices architecture** using **AWS** services, incorporating **API gateway** patterns, **caching strategies**, and horizontal scaling to handle high-throughput workloads across multiple business domains while **managing a team** of four engineers.
- Designed and built mission-critical integration platforms connecting diverse systems including **ShipEngine**, **PrintNode**, **Zoho CRM**, **FreshSales**, and custom e-signature solutions, implementing real-time **WebSocket** communications and **JWT-based authentication**
- Established robust **CI/CD pipelines** with **blue/green deployment** strategies, **Docker container orchestration via ECS** and **automated testing**, resulting in zero-downtime deployments improving system reliability
- Developed scalable **REST APIs** handling complex workflows including document processing, healthcare verification, multi-carrier shipping operations, and **CRM integrations**, with comprehensive error handling and retry mechanisms
- Created modular frontend applications using **React**, **Angular**, and **Vue**, implementing centralized state management, reusable component architecture, and **TypeScript** for enhanced code reliability
- Spearheaded **DevOps** transformation by implementing infrastructure-as-code using **Serverless Framework**, establishing monitoring and alerting systems, and automating disaster recovery procedures across multiple environments
- Created and maintained a **React Native** mobile app for health monitoring, syncing EHR record using HL7 and FIHR protocols

Jan 2013 — Oct 2019

SOFTWARE ENGINEER, Extreme Reach

Remote - Needham, MA

- Led development of high-traffic media platforms for **ABC & Fox News** using **AngularJS** and **.NET/ C#**, handling significant user traffic and implementing scalable video encoding solutions with **JW Player** integration across **AWS** and **GCP** environments
- Architected and optimized cross-platform infrastructure using configuration management tools (- **Ansible**, **Chef**), **Symfony** (**PHP**), and modern **CI** practices to improve deployment efficiency across development environments
- Developed automated testing and web scraping solutions using **Puppeteer** for quality assurance and content aggregation, integrating **Twitter APIs** and **RSS** feeds with custom **C#** data parsing algorithms
- Built scalable database architecture using **MySQL** and **MS SQL Server**, implementing optimized queries and caching strategies using **Entity Framework 6** and **LINQ** to handle increasing users
- Managed version control migration from **SVN** to **Git**, implementing branching strategies and automated workflows that improved team collaboration while maintaining legacy compatibility
- Created responsive and performant landing pages for Source Creative using **Angular** and **React**, focusing on mobile compatibility and page load optimization through modern frontend techniques

Feb 2019 — Oct 2019

SENIOR FRONTEND DEVELOPER, Adopt-a-Pet

Contract - Claremont, CA

- Architected and developed high-performance search engine using **Vue.js**, **Vuex**, **Apollo GraphQL- **, **Hasura**, and **PostgreSQL**, implementing responsive UI/UX design patterns and material design principles, resulting in 40% faster search results and 65% increase in user engagement
- Led **mobile-first** redesign of web platform with device-specific optimizations and progressive enhancement, implementing **responsive UI components** and **custom breakpoints** for diverse device types, reducing bounce rate by 25% and increasing mobile conversion by 35%
- Established comprehensive testing strategy using **Cypress** for **E2E testing**, **Selenium** for cross-browser automation, and **Jest** for unit testing, achieving 90% test coverage and reducing post-deployment issues by 75%
- Implemented robust **CI/CD** pipeline using **Jenkins**, enabling **automated testing**, build optimization, and seamless deployment across development, staging, and production environments, reducing deployment time from hours to minutes
- Enhanced **search algorithm efficiency** through implementation of advanced filtering, fuzzy matching with **Elastic Search**, and personalized recommendations, leading to 1.5x growth in successful pet adoption matches and 70% improvement in search relevancy scores

Aug 2018 — Feb 2019

SENIOR FRONT END DEVELOPER, Basic Fun!

Contract - Boca Raton, FL

- Architected and developed brand-focused web platforms using **React** with custom hooks and context management for basicfun.com, implementing headless CMS integration with **Prismic** and **Wordpress** for dynamic content management.
- Built scalable multi-brand infrastructure using **Laravel PHP** with repository pattern and service layer architecture, managing content for major brands including Lite-Brite, K'NEX, Pound Puppies, and Star Wars Science
- Created and optimized responsive email campaigns using **Adobe Creative Suite** (**Photoshop- **, **Illustrator**, **InDesign**), implementing mobile-first design principles and cross-client compatibility.
- Developed custom **Prismic CMS** and **Wordpress** components and slices with dynamic previews, enabling marketing teams to manage multilingual content across 12+ brand websites while maintaining brand-specific style guides and content hierarchies
- Implemented **SEO**-optimized content strategy through technical copywriting and metadata optimization, resulting in increases in organic traffic and improved SERP rankings for key product terms across all brand properties
- Established design system using **Figma** and **Adobe XD** for consistent brand expression across web and email, creating reusable component libraries and style guides that reduced design-to-development time while maintaining brand integrity for My Little Pony, Koosh, and Strawberry Shortcake properties

Jun 2017 — Jul 2018

LEAD DEVELOPER, Core Data

Contract - Nicosia, Cyprus

- **Led a team of 5 developers** as Technical Team Lead for cryptocurrency and gaming platforms, implementing **Agile** best practices, conducting code reviews, and establishing development standards while **architecting** sophisticated applications using **React**, **Redux**, and **WebSocket** integration
- Designed and built custom **eCommerce** platform from ground up using **PHP**, implementing secure **cryptocurrency payment processing**, **wallet integrations**, **inventory management**, **shopping cart logic**, and **order fulfillment** systems while ensuring PCI compliance and transaction security
- **Mentored junior developers** through complex implementations, introducing modern development practices and design patterns while overseeing the development of backend services in **PHP** and **Python** for transaction processing and game mechanics
- Spearheaded **UX/UI** initiatives across multiple projects, leveraging **Adobe Creative Suite** and **Figma** to create comprehensive design systems, while managing resource allocation and sprint planning for concurrent project deliveries

- Managed **sprint ceremonies** and **technical debt reduction** initiatives, **leading daily standups** and retrospectives, while implementing improved code review processes that strengthened team collaboration and code quality
- Established and enforced **development best practices** including **documentation** requirements, branching strategies, and deployment procedures, while personally designing **responsive UI** components and animation systems using **modern CSS** architecture and libraries like **three.js** and **GSAP**

Apr 2017 — Jun 2017   **DATA ENGINEER, MJ Freeway**   Contract - Denver, CO

- Engineered a robust **data recovery system** to process severely corrupted files following a targeted corporate espionage incident, achieving high restoration rates through custom **regex patterns** and advanced **string manipulation** algorithms
- Architected and implemented an automated **database restoration pipeline** to handle hundreds of thousands of **SQL** backups, reducing manual processing time by over 80% while maintaining data integrity
- Led the development of a high-performance **data processing system** using **Lumen** (**PHP**) and **Python**, significantly improving throughput while maintaining data accuracy
- Spearheaded **database optimization** initiatives that reduced query response times and improved system uptime, while successfully recovering thousands of **fragmented database** instances
- Developed sophisticated **data forensics tools** to trace and document the extent of database corruption, supporting legal proceedings while ensuring business continuity
- Implemented comprehensive **data validation** and **integrity checks** across restored databases, establishing new security protocols to prevent future unauthorized access
- Created automated **monitoring systems** using **Python** to detect and flag suspicious database activities, significantly enhancing security posture

Sep 2015 — Apr 2016   **UI ENGINEER, 4th Down Software**   Remote - Martinsville, NJ

- Led end-to-end design and development of enterprise mobile applications, creating comprehensive **UI/UX workflows** and **high-fidelity prototypes** using **Adobe Creative Suite** and **Sketch** for seamless design handoff
- Architected and developed a custom **iPad** application framework that served as a container for web-based casino games, seamlessly bridging **native iOS** functionality with web technologies through **UIWebView** integration
- Created an extensive library of Vegas-style games using **React** and **Redux**, integrating with custom **Meteor**/**Node.js** and **Python** backends while maintaining strict gaming industry compliance standards and real-time data synchronization
- Designed and implemented responsive web applications optimized for tablet displays, focusing on **touch interactions** and native-like performance using **HTML5**, **JavaScript**, and **CSS3** animations
- Established core design systems and component libraries in **React**, using thorough documentation to ensure consistent user experience across multiple game titles and platform versions
- Developed custom **analytics** and **monitoring solutions** to track user behavior and application performance, enabling data-driven optimizations for game mechanics
- Implemented comprehensive **testing strategies** using **Mocha** and **Selenium**, ensuring reliable deployment across multiple casino properties and devices
- Created robust **offline functionality** and **state management** systems to handle intermittent connectivity in convention environments while maintaining game integrity

Jun 2012 — Jan 2013   **WEB DESIGNER, J&R Marketing**   Onsite - Deerfield Beach, FL

- Led comprehensive **UI/UX design** initiatives across web and mobile platforms, creating cohesive user experiences from initial **wireframes** to final implementation using **Sketch** and **Adobe Creative Suite**
- Designed and managed **high-converting email marketing campaigns** and **landing pages**, producing all graphic assets and maintaining brand consistency across digital touchpoints
- Overhauled the **eCommerce** experience with **mobile-first design** principles, resulting in significant increases in mobile traffic and conversion rates
- Created and maintained a **unified design system** for marketing materials, product pages, and promotional content while ensuring cross-browser compatibility through **PHP** and **JavaScript**
- Spearheaded the development of responsive landing pages and promotional **microsites**, incorporating dynamic content and interactive elements to drive user engagement
- Developed and optimized the visual merchandising **strategy** for the eCommerce platform, including **product photography** direction, banner design, and seasonal **campaign materials**

| Jul 2011 — Jun 2012 | **WEB DEVELOPER, PhoneGuard** | Onsite - Boca Raton, FL |

- Led development of a high-profile mobile campaign featuring Justin Bieber as brand spokesperson, creating interactive experiences across **Android** (Gingerbread/Ice Cream Sandwich), web, and social platforms
- Built rich media experiences using **jQuery** Mobile and **HTML5** Canvas, optimizing performance for smartphones and tablets running Android 2.3-4.0
- Developed scalable **.NET** solutions integrating with Facebook **Open Graph API** and Twitter REST API for social sharing and campaign virality
- Created engaging **Flash** animations and interactive features using **ActionScript 3.0**, with graceful fallbacks for mobile devices
- Utilized **Adobe Creative Suite** to design and slice PSDs for **cross-browser compatibility**, ensuring consistent display in IE7-9, Firefox, and early **Chrome** versions
- Implemented responsive layouts using CSS2/3 and media queries, supporting the emerging mobile web standards
- Built **WordPress** and **Chrome extensions** to support production of marketing material.
- Collaborated with cross-functional teams to optimize the web application for both desktop and **Android** experiences, dealing with fragmentation across different screen sizes and OS versions

| Jan 2011 — Jun 2011 | **CREATIVE DIRECTOR, Strategic Marketing** | Onsite - Palm Beach Gardens, FL |

- Directed comprehensive brand identity projects from concept to execution, including **print collateral**, **packaging**, **logo design**, and complete **visual style guides** for diverse clients
- Spearheaded **UI/UX** design for **eCommerce** platforms, creating intuitive user journeys and responsive designs that enhanced conversion rates while maintaining brand integrity
- Conceptualized and executed multi-channel **marketing campaigns**, designing cohesive assets across **email**, social media, **landing pages**, and **print** materials
- Created custom **illustrations**, **infographics**, and **data visualizations** to effectively communicate complex information across digital and print mediums
- Managed the full design cycle of email marketing campaigns, including template design, **A/B testing**, and responsive layouts that drove engagement
- Developed print materials including product catalogs, annual reports, trade show displays, and retail signage using **Adobe Creative Suite**
- Designed and maintained **eCommerce** visual merchandising strategies, including **product photography** direction, promotional banners, and seasonal campaign materials
- Crafted compelling **visual narratives** through creative storytelling, combining **typography-**, **illustration**, and **photography** to enhance **brand messaging**

| Aug 2009 — Aug 2010 | **iMAC LAB TECHNICIAN, Palm Beach State College** | Onsite - Lake Worth, FL |

- Served as lead lab technician for the university's Digital Arts facility, providing expert guidance to students on **Adobe Creative Suite**, **digital illustration**, and **design principles**
- Managed daily operations of the print lab, including maintenance and troubleshooting of professional-grade equipment like the **Epson Stylus Pro 880** and **large format printers**
- Designed and produced comprehensive marketing materials for the Humanities department's events and programs, including **exhibition catalogs**, **conference materials**, and **promotional campaigns**
- Trained students on proper **file preparation**, **color management**, and various **printing techniques** across different media types
- Implemented **inventory management system** for print supplies and materials, reducing waste and ensuring continuous lab operation
- Created and maintained documentation for lab procedures, equipment usage, and **troubleshooting guides** for common printing issues
- Collaborated with faculty to develop **print specifications** for course projects, ensuring optimal output quality while managing tight academic deadlines
- Oversaw **quality control** for all printed materials, maintaining **color accuracy** and **print consistency** across multiple printing systems

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EDUCATION Jan

| 2007 — Jan 2009 | **AA Graphic Design, PALM BEACH STATE COLLEGE** | Boca Raton, FL |

GPA of 3.65

| Apr 2009 — Nov 2009 | **College Credit Certificate in Information Technology, Palm Beach State College** | Boca Raton, FL |

JavaScript, Node.js, React, Vue, Svelte, Next.js, MongoDB	Expert	Kotlin, Flutter, Dart, Android	Beginner
Python, Generative AI, LLMs, RAG, Vector DBs	Experienced	CRM, Salesforce, Zoho, FreshSales	Expert
React Native, Expo, iOS	Expert	Python, Django, Flask, Elixir	Skillful
.NET, C#, MSSQL, .NET Core	Expert	Adobe Creative Suite WordPress,	Expert
PHP, MySQL, Laravel - LAMP	Expert	WooCommerce	Expert
AWS, Serverless, Docker, Kubernetes, Terraform	Expert	DevOps, Heroku, Digital Ocean, Vercel, Linux, Supabase, VPC	Expert
AngularJS, Angular, GraphQL, Ionic Framework	Experienced		

LANGUAGES

English	Native speaker Very	Portuguese	Working knowledge
Spanish	good command		

EXTRA-CURRICULAR ACTIVITIES

2018 — Present   **Coding Mentor, Yoyo Code**   Syracuse

Working with friends, family, acquaintances, and colleagues to help them along their path to becoming a successful programmer, primarily useing the freeCodeCamp.org curriculum. Worked with the local library to provide a free resource for individuals in the community with a desire to learn programming.

HOBBIES

Singing, Guitar/Piano, Snowboarding, Programming, Mentoring

PRO BONO

2014 — 2018   **Worthy of Love**   Los Angeles

Manage a charitable organization's entire donation and eCommerce web application. WordPress, PHP, PayPal integration, DevOps.

https://www.worthyoflovela.org/

STARTUPS

2018 — 2019   **Co-founder - Greenlight Dining**   Lake Worth, FL

On-demand dining mobile app and web portal. Technologies used include React Native, ReactJS, Node, MongoDB, Webpack, DevOps

https://github.com/simsketch/greenlight

https://apkcombo.com/greenlight-dining/com.a2zCreative.greenlight/

Feb 2023 — Present   **Founder - TouchGuides**   Syracuse, NY

"Everything you need to host! TouchGuides allows hosts to create personalized recommendations for their guests, ensuring a unique and memorable stay."

https://touchguides.com/

REFERENCES

References available upon request

ADDITIONAL LINKS

Top 100 in the App Store Family Category

https://apkcombo.com/cutetitos-match-game/com.basicfun.cutetitos/https://appadvice.com/app/cutetitos-stickers/1436535267

COURSES

Generative AI with Large Language Models