

Tony Villa

tonyvilla77@gmail.com | 714-605-5259 | Irvine, CA | <https://tonyvilla.dev>

WORK EXPERIENCE

WAYBETTER | SOFTWARE ENGINEER

Remote | 04/2023 – Present

- Collaborated with the data/analytics team to develop an algorithm that improved prospect user targeting, resulting in a 13% increase in conversion rates
- Executed front-end optimizations to drive a 25% decrease in cancellation rates through enhanced user interface experiences
- Developed and executed A/B tests to optimize user experience and engagement, resulting in the successful implementation of multiple new features that significantly enhanced platform performance and user satisfaction
- Enhanced ad pipeline infrastructure by implementing real-time data processing capabilities, leading to a 30% increase in data accuracy and significant efficiency gains for the data team

WAYBETTER | ASSOCIATE SOFTWARE ENGINEER

Remote | 04/2022 – 04/2023

- Implemented a comprehensive component library, optimizing the development workflow and significantly accelerating feature delivery timelines
- Optimized and maintained the quiz backend infrastructure, facilitating rapid iterations at the top of the funnel and improving user engagement and conversion rates
- Implemented new landing page to adhere to new design guidelines, enhancing app coherence and brand consistency for a more seamless user experience and improved brand identity
- Developed and implemented a cross-platform mobile application using React Native, optimizing user experience and increasing customer engagement

SKILLS

LANGUAGE/Frameworks Javascript, Typescript, HTML, CSS, React, NextJs, React Native, Svelte, Sveltekit, Git, PostgreSQL, SQL, SQLite, Node, GraphQL, Tailwind, PostCSS

TOOLS GitHub, Segment, Figma, DataDog

PROJECTS

HOCKEY DRAFT SHOWDOWN | SVELTEKIT, SQLITE, Go <https://hockeydraftshowdown.com>

Hockey Draft Showdown is an NHL drafting game built for hockey fans to be able to channel their inner NHL General Manager. The purpose of the game is to try to get as close as possible to the first round of the actual NHL draft.

COMMUNITY

OUTREACH

SOFTWARE ENGINEER

Hack For LA

Collaborate with designers, developers, and project managers to build and improve digital tools for open-source projects, local government initiatives, and nonprofit organizations. Contribute to the development of apps and websites that address civic and social challenges, helping to create impactful technology solutions for the community.

STUDENT SUCCESS PANELS

General Assembly

Share insights on transitioning into professional software engineering and navigating programming interviews, while answering audience questions to support aspiring developers.