

TONY VILLA

SOFTWARE ENGINEER

Summary

I'm a full-stack developer with expertise in front end development. As a lifelong learner, one of my favorite things to do is to play with new and old technologies on side projects and always keep an open mind when it comes to building software.

Employment

WayBetter, Remote — *Software Engineer*

April 2022 - PRESENT

- Collaborated with the data/analytics team to develop an algorithm that improved prospect user targeting, resulting in a 13% increase in conversion rates
- Spearheaded initiatives to raise customer engagement through UI enhancements, leading to a 25% decrease in cancellation rates
- Designed and implemented multiple new features with A/B tests, allowing for quick iteration to optimize user experience and engagement
- Revamped the ads pipeline, improving data accuracy and efficiency resulting in faster data processing and analysis for the data team

WayBetter, Remote — *Associate Software Engineer*

April 2021 - April 2022

- Implemented a component library, streamlining the development process for new features and reducing development time
- Maintained quiz backend that made it easy to quickly iterate on the top of the funnel
- Revamped the website's landing page, aligning it with new design guidelines for improved app coherence and brand consistency
- Took initiative to expand technical skills by learning React Native, enabling contributions to both mobile and web applications, enhancing cross-platform development capabilities and overall team productivity

Camera Operator, Los Angeles — *Freelance*

2014 - 2021

- Team Building - Increased team efficiency from set to set by applying gear standardization
- Problem Solving - Troubleshot various camera errors, and engineered solutions for missing gear
- Technical Expertise - Adapted to changing technology by ensuring the most efficient tools were being used

Contact

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Education

Software Engineering
Immersive
General Assembly

Skills

Languages/Frameworks

Javascript
HTML
CSS
PostgreSQL
SQLite
SQL
React
Nextjs
React Native
Svelte
Sveltekit
Node
GraphQL
Tailwind
PostCSS
Figma