Rosario Rivera

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EDUCATION

Bachelor of Science in Computer Science
University of Arizona – August 2012 to May 2017

SUMMARY

Software Engineer with 9+ years of Digital Experience, working in Frontend architecture, APIs, cloud environments and databases. Expertise owning E2E development features to drive product conversion and customer satisfaction, using tools like TypeScript, JavaScript, React, Next.js, Angular, .NET, and SQL. Skilled at bridging the gap between design vision and technical implementation to ship quality web experiences. I maintain my technical skillset by continuing my education and am currently working on LLM integration on personal projects, as well as Vue.

TECHNICAL SKILLS

Frontend & Web: React, Next, (App Router & Server Components), Node, Angular, TypeScript, JavaScript, Tailwind, CSS, Sass, Material UI, Bootstrap, HTML5, Frontend Architecture, Webpack

Commerce & CMS: CMS (Contentful, Commercecloud), E-commerce, Conversion Rate Optimization (CRO)

Experimentation & Analytics: Optimizely, A/B Testing, Feature Flags, Event Metrics, KPI Design, Statistical Analysis

Backend & APIs: Node.js, Next.js, ASP.NET Core, C#, GraphQL, SQL, REST APIs, API Integration

Cloud & DevOps: Google Cloud, Azure, CI/CD Pipelines, Ephemeral Environments, Postman

Testing & Quality: Jest, React Testing Library, SonarQube, Jasmine, XUnit, Protractor, ESLint

Workflow: Agile, Jira, NX Monorepo, Microservices, Git, Cursor, Copilot, Claude, Figma, Storybook, Technical writing

PROFESSIONAL EXPERIENCE

PizzaHut - CRO Developer July 2026 - October 2026

- Contributed to CRO A/B testing ramp up initiative for bundles and cart/checkout in React and React Native
- Implemented and upgraded analytics configurations in the shared library for web and app

PetSmart - Software Developer September 2020 - February 2026

- Owned and maintained E-Commerce features across PDP, Homepage, Cart/Checkout, and Account using React, Node, Next and TypeScript
- Converted site visitors by leading 10+ UX/UI client-side and server-side A/B tests in Optimizely, defining KPIs and tracking metrics to optimize product conversion rates.
- Architected experiment strategies and features, taking ownership from Figma UX/UI design handoff through deployment, using Kanban Agile Methodology
- Delivered statistically significant experiments with 90%+, influencing implemented features in production
- Grew A/B testing and feature flag adoption across teams by creating processes teams could follow
- Developed feature work across the site ensuring new features met ADA WCAG 2.1 AA standards
- Built reusable components for PetSmart's internal design library package, shared across multiple teams
- Improved release confidence using React Testing Library, CI/CD-driven Ephemeral QA Env and SonarQube

Trizetto, a Cognizant Company - Software Engineer June 2017 - May 2020

- Founding team member for myQNXT, new version of Trizetto's legacy QNXT Healthcare SaaS platform, being built on microservices with startup type environment using Scrum
- Developed full-stack features in Angular and TypeScript using Redux, NgRx, RxJS, also contributing to the .NET C# APIs integration and SQL databases, writing queries, and troubleshooting data issues, ensuring HIPAA compliance
- Implemented OAuth/OpenID Connect authentication across both the Angular frontend and .NET APIs, enabling secure token-based auth flows for the platform
- Created internal design library package following UI/UX guidelines given, eventually overseeing development, building and publishing of the package to NPM
- Deployed and managed application environments on Microsoft Azure, supporting cloud-based infrastructure for the platform using microservices
- Defined the DevOps process for the app, presented it to leadership, and owned the standards and technical documentation going forward, also creating dev onboarding materials to scale the engineering team