Jonatán Frank Resume

Contact Information

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Career Summary

Experienced Software Engineer and Technical Leader with over a decade of expertise designing, building, and scaling backend systems and cloud-native applications across industries such as travel, marketing, restaurant tech, home security, and media. Proven success in leading cross-functional engineering teams, architecting complex service-oriented and serverless systems, and delivering high-impact solutions under tight deadlines. Hands-on leader with deep technical skills in Node.js, PHP, AWS, and microservices, combined with experience mentoring engineers, driving engineering best practices, and aligning architecture with business goals. Adept at working with international teams, managing cloud infrastructure, and integrating third-party services into unified, scalable platforms. Passionate about building reliable systems, clean APIs, and engineering cultures that prioritize quality and growth.

Technologies and Tools proficiencies:

Programming Languages

- **JavaScript / TypeScript** – Node.js, Express.js, Fastify, Nest.js
- **PHP** – Symfony, Laravel, Zend, Phalcon
- **Go**, **Python**, **Rust**, **Java** – Spring Boot

Frontend & UI Frameworks

- React.js, Vue.js, Angular.js, jQuery, Bootstrap, Foundation

Cloud & Infrastructure

- **AWS (Certified Solutions Architect)** – Lambda, Cognito, API Gateway, DynamoDB, S3, CloudWatch, ECS
- Heroku, Netlify
- Serverless Framework, Docker, Kubernetes, Vagrant

Databases

- PostgreSQL, MySQL / MariaDB, MongoDB, Redis, Oracle, AWS Redshift, AWS DocumentDB

CI/CD & DevOps

- Bitbucket Pipelines, GitHub Actions, GitLab CI
- Infrastructure as Code (IaC), Monitoring, Alerting

API & Integration

- REST, JSON:API, OpenAPI (Swagger), SOAP
- Third-party APIs: Olo, Sparkfly, Punchh, Salesforce, Twilio, Litmus, Dropbox, Google Drive, JIRA, Box, OneDrive, Slack

Tools & Platforms

- Jira, Confluence, Git, GitLab, Litmus, Postman, Graphite, Redis

Education

Computer Science Degree
Universidad Siglo 21

Languages

Spanish (native Speaker)
English

Working Experience

Plein Air Agency

Senior Software Engineer

June 2023 - May 2025

Plein Air is a marketing and technology consultancy purpose-built for restaurant brands.

- Led the design and implementation of API v3, a scalable, provider-agnostic REST API serving 100+ restaurant brands with numerous locations, offering a unified interface across vendors like Olo, Sparkfly, Punchh, and Wisely.
- Engineered a complex integration layer abstracting differences in service capabilities (e.g., loyalty, orders, payments, geolocation), streamlining Web and mobile app development by exposing consistent, predictable responses.
- Developed a custom authentication system using AWS Cognito for clients lacking identity providers (e.g., Long John Silver's), including a passwordless login flow via email/SMS and fully managed user pools.
- Architected and implemented serverless backend infrastructure using Netlify functions, Node.js (Fastify/Express), and JSON:API standards, enhancing response structure and documentation quality via OpenAPI.
- Oversaw infrastructure and CI/CD pipelines across AWS, Heroku, and Netlify, using Bitbucket Pipelines; ensured full PCI compliance for all API services.
- Conducted technical interviews, onboarding, and mentoring of backend engineers; helped establish engineering best practices.

Technologies: AWS, Cognito, Node.js, Fastify, Express, MongoDB, Netlify, Heroku, JSON:API, OpenAPI, Bitbucket Pipelines

SimpliSafe

Senior Software Engineer

July 2022 - March 2023

SimpliSafe is a U.S.-based provider of home security systems, offering alarms, surveillance cameras, and emergency response services.

- Worked as part of the FIRE Team, responsible for backend systems managing

logistics, inventory, and delivery integrations for physical security hardware.

- Developed and maintained microservices supporting order fulfillment, shipment tracking, and inventory status synchronization with third-party logistics providers.
- Enhanced system reliability and reduced deployment friction by implementing Dockerized services and optimizing CI/CD workflows.
- Collaborated cross-functionally with frontend and DevOps teams to ensure seamless data flow across systems and timely hardware delivery for end customers.

Technologies: AWS, PHP (Symfony), Node.js, Typescript, Docker

Madwire

Backend Tech Lead
November 2021 – October 2022

Madwire is the creator of **Marketing 360**, a comprehensive CRM and digital marketing platform for small businesses.

- Led the backend engineering team responsible for **rewriting and modernizing** the platform's **SMS communication system**, migrating from a monolithic PHP codebase to a scalable **microservices architecture in Node.js**.
- Designed and implemented asynchronous messaging services, integrating with **Twilio** to handle bulk messaging, delivery tracking, and contact management.
- Collaborated closely with product and QA teams to ensure seamless migration, while maintaining high uptime and data consistency.
- Improved system observability and performance through logging, monitoring, and optimization of message throughput.
- Provided mentorship and architectural guidance to junior developers, helping upskill the team during the transition to modern JavaScript tooling and cloud-native patterns.

Technologies: AWS Lambda, Serverless Framework, Docker, Node.js, PHP, MySQL, Twilio, Typescript

Beachbody, Los Angeles, CA

Software Architect
October 2020 – November 2021

Beachbody is a fitness and wellness company offering virtual coaching, digital fitness programs, and subscription-based content platforms.

- Served as **technical architect** for systems supporting the **Coach platform**, used by thousands of personal trainers to deliver fitness programs and manage client relationships.
- Led the design and rollout of a **Service-Oriented Architecture (SOA)** using **AWS Lambda** and the **Serverless Framework**, migrating legacy monolith features into scalable, event-driven microservices.
- Designed APIs and workflows that powered coaching tools, scheduling systems, and user engagement features with secure, low-latency performance.
- Collaborated with product and engineering leadership to align infrastructure and services to long-term business goals.
- Championed best practices in cloud architecture, including infrastructure as code (IaC), API standardization, and CI/CD automation.

Technologies: AWS Lambda, Serverless Framework, Node.js, PHP, Symfony, AWS DocumentDB (MongoDB-compatible)

The Activate Company

Lead Backend Developer
March 2020 – March 2021

The Activate Company provides digital tools for equipment management in industrial and logistics environments, helping clients track, maintain, and manage their asset lifecycles.

- Led the development of the **Customer Portal**, a web application for tracking equipment rentals, service histories, and operational status, enabling real-time visibility and improved customer experience.

- Designed and implemented backend services in **PHP** with a **MySQL** database, handling authentication, usage logging, and dynamic reporting.
- Created role-based permission systems and reporting tools tailored to client-specific needs in heavy industries.
- Provided architectural direction and ongoing maintenance of the application, ensuring long-term stability and scalability.
- Worked closely with the client to translate business requirements into practical technical solutions and led delivery efforts end to end.

Technologies: PHP, MySQL

TripleLift, New York, NY

Backend Software Engineer
July 2019 – April 2020

TripleLift is a programmatic advertising platform that enables brands to deliver native and display ads across digital channels.

- Contributed to the **Creative Management Team**, developing and maintaining APIs that managed the **creation, validation, and publishing of ad creatives** submitted by clients.
- Built and optimized microservices for creative asset ingestion, metadata processing, and compliance validation across multiple ad formats.
- Worked with **cross-functional teams** to streamline campaign launch workflows and reduce the time from creative submission to deployment.
- Supported the integration of backend systems with client dashboards and third-party ad verification services.
- Focused on improving **API performance, scalability, and reliability**, ensuring alignment with evolving business and ad tech requirements.

Technologies: PHP (Symfony, Laravel), Java (Spring Boot), Node.js, Typescript, MySQL, AWS

Habla AI, San Jose, CA

API and Data Integrations Developer
April 2018 – July 2019

Habla AI is an enterprise knowledge management platform that leverages graph-based models and AI to help organizations extract actionable insights from unstructured data.

- Served as **lead backend developer** for the core API, driving development of data ingestion and integration services with popular enterprise platforms.
- Designed and implemented a **microservices-based architecture** to support scalable and independent data processing flows.
- Built and maintained **deep integrations** with tools such as Google Drive, Dropbox, Box, OneDrive, Salesforce, Slack, and JIRA, enabling seamless data sync and context-aware insights.
- Developed robust APIs for structured access to knowledge graph data, supporting internal applications and external client services.
- Participated in system architecture design, focusing on performance, fault tolerance, and flexibility for future data connectors.

Technologies: AWS, Node.js, DynamoDB, AWS Redshift, AWS API Gateway

Stensul, Buenos Aires, Argentina

Senior Backend Engineer
August 2016 – April 2018

Stensul is a collaborative email creation platform that empowers marketing teams to build responsive, on-brand email campaigns without requiring coding expertise.

- Led the **backend modernization effort**, driving the transition from a monolithic PHP architecture to a scalable **microservices ecosystem** using **Node.js** and **Go**.
- Refactored critical backend modules to improve performance, maintainability, and

integration with new services, enabling faster product iteration and onboarding of new customers.

- Designed and implemented internal tools to support product and QA teams:
    - **Product Dashboard**: Real-time view of project and ticket status synced with JIRA.
    - **Testing Dashboard**: Automated email testing via Litmus API with results visualization.
    - **Code Review Tool**: Role-aware reviewer assignment system integrated with GitLab.
- Collaborated cross-functionally with frontend and QA teams to ensure smooth integration, versioning, and testing across services.

Technologies: Laravel, Node.js, Go, Vue.js, jQuery, Bootstrap, Litmus API, GitLab

Electronic Arts (via 42mate), Resistencia, Chaco, Argentina

Senior Web Developer
November 2013 – July 2016

As part of the ESM (Enterprise Service Management) team at Electronic Arts, delivered multiple internal tools supporting **infrastructure monitoring**, **capacity planning**, **cost tracking**, and **live service health dashboards** used across game titles and business units.

- Developed and maintained several key internal platforms:
    - **MDML**: Unified REST API and admin dashboard to manage internal data sources and game/project metadata.
    - **Tags & Event Forwarder**: Aggregated monitoring data and vendor invoice information (AWS, Rackspace, etc.), routing alerts to the appropriate stakeholders.
    - **Butterknife**: Chargeback and cost allocation system for cloud infrastructure.

    - **Service Capacity**: Dashboard to forecast service availability and detect capacity issues across shared systems.
    - **Monitoring**: Real-time server monitoring platform with alerting for game services.
    - **Availability by Service**: REST API and UI for tracking service uptime by fiscal period.
    - **Control Tower**: Custom dashboard framework for visualizing live metrics and performance KPIs for online titles.
- Built UIs and dashboards using **Symfony, Laravel, Angular.js, jQuery**, and **Bootstrap**, consuming both internal and external APIs.
- Integrated with **Redis**, **Graphite**, and in-memory stores to power real-time data visualizations and exportable charts.
- Contributed to system stability and team productivity through the creation of monitoring scripts, automated reporting tools, and alerting workflows.

Technologies: PHP (Symfony 1.4/2, Laravel), Node.js, Angular.js, jQuery, Bootstrap, Redis, Graphite, MySQL, Python

Globant, Chaco, Argentina

Semi-Senior Web Developer
April 2013 – October 2013

Client: Disney – ESPN Wide World of Sports

- Developed and maintained the institutional website espnwwos.com for Disney's ESPN sports complex in Orlando.
- Contributed to backend development using **Zend Framework**, collaborating with designers and frontend developers to ensure branding and performance standards.

Junior to Semi-Senior Web Developer
July 2011 – April 2013

Client: Electronic Arts – Global IT / ESM

- Participated in the early development of internal tools later expanded under the 42mate engagement, such as **Monitoring**, **Availability by Service**, and **Tags** dashboards.
- Contributed to building REST APIs and dashboards using **Symfony**, **jQuery**, and **Bootstrap**, with a focus on infrastructure visibility, cost tracking, and uptime analytics.

Technologies: PHP (Zend, Symfony), jQuery, Bootstrap

Junior to Semi-Senior Web Developer
July 2011 – April 2013

Client: Electronic Arts – Global IT / ESM

- Participated in the early development of internal tools later expanded under the 42mate engagement, such as **Monitoring**, **Availability by Service**, and **Tags** dashboards.
- Contributed to building REST APIs and dashboards using **Symfony**, **jQuery**, and **Bootstrap**, with a focus on infrastructure visibility, cost tracking, and uptime analytics.

Technologies: PHP (Zend, Symfony), jQuery, Bootstrap