Kenneth Dela Cruz Software Engineer

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📇 PROFESSIONAL SUMMARY

Senior Software Engineer with 4+ years of experience building frontend-heavy systems, browser extensions, and data-driven products in production environments. Strong expertise in React, TypeScript, state management, experimentation, and feature-flag–driven rollouts. Proven track record of owning complex features end to end, mentoring junior engineers, and delivering reliable, revenue-impacting solutions.

🧠 TECHNICAL SKILLS

Languages: TypeScript, JavaScript (ES6+), HTML5, CSS3, Python

Frameworks & Libraries: React, React Native, Redux Toolkit, RTK Query, Tailwind CSS

Backend: Node.js, Express.js, REST APIs, Microservices

Testing: Vitest, React Testing Library, Jest, Playwright, Cypress

Platforms: Web, Chrome Extensions, Safari Extension, iOS, Android

CI/CD & Tooling: Git, GitHub, GitHub Actions, Monorepos

Observability & Experimentation: DataDog, PostHog, Google Analytics, LaunchDarkly

💼 PROFESSIONAL EXPERIENCE

Software Engineer, *Wildfire Systems*   Jan 2023 – Dec 2025 | Remote
- Owned development of internal and partner-facing **analytics dashboards**, enabling **data-driven decisions** across **20+ partner-deployed Chrome extensions** used by business and operations teams.
- Designed and implemented **configuration-driven, white-label Chrome extension** interfaces using theming and **YAML-based configuration**, enabling scalable partner deployments with minimal custom code.
- Built end-to-end features for product matching, price comparison, and targeted advertising, supporting **revenue-generating workflows**.
- Designed and implemented a **service-worker–based decision engine** for a **Chrome extension**, using tokenization, fuzzy matching, and probabilistic scoring to determine when ads should be triggered or suppressed.
- **Identified maintainability and development velocity issues in legacy Redux patterns and led a migration to Redux Toolkit**, improving code consistency and feature delivery speed.
- **Architected and implemented feature-flag–driven rollouts and experimentation**, enabling safer production releases, controlled blast radius, and **A/B testing** of new functionality.
- Identified gaps in automated test coverage contributing to production regressions and introduced unit, integration, and E2E testing, improving release confidence and long-term stability.
- **Mentored junior engineers** through code reviews, technical guidance, and onboarding support, contributing to improved code quality and team productivity.

Full-Stack Software Engineer II, *Dray Alliance*   Aug 2021 – Dec 2022 | Long Beach, CA
- Developed customer-facing web and mobile features using React and React Native, identifying UX gaps and improving usability across platforms.
- Built and maintained RESTful APIs to support scalable backend services, contributing to improved performance and system reliability.
- Collaborated with designers and product managers to translate requirements into shippable features, improving delivery predictability.
- Monitored microservices using DataDog, identifying performance issues early and supporting system stability.

Teaching Assistant, *LearningFuze*   May 2021 – Jul 2021 | Irvine, CA, US
- Mentored 40+ students in JavaScript, HTML, CSS, React, and Node.js through hands-on instruction and code reviews.

🎓 EDUCATION

Accelerated Web Development Program, *LearningFuze*   Irvine, CA, US

Bachelor's Degree in Economics, *California State University, Long Beach*   Long Beach, CA, US