Santiago Ulloa

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EXPERIENCE

Spark Digital Solutions LLC, Remote   **Jun 2025 – Present**
Founder and CEO/Software Engineer
- Founded and **scaled web development agency** serving clients across diverse industries.
- Lead full-stack development of **SEO-optimized responsive websites** using Next.js, achieving **99.9% uptime** and **sub-2 second load times**.
- Lead end-to-end project lifecycle including **client acquisition**, **technical design**, **deployment**, and **ongoing performance optimization**.

American Express, Remote   **Jan 2020 – Jan 2024**
Frontend Software Engineer
- Led optimization of Amex dashboard load times from **17 seconds to 2.7 seconds**, achieving an **84% improvement in performance**.
- Spearheaded the development of a paperless experience module enabling US customers to enroll in paperless notifications, supporting the company's **cost-reduction strategy.**
- Created a tax season banner module for the US market, allowing customers to easily access and download an Excel report of their yearly expenses, **enhancing financial transparency and user convenience** during tax season.
- Enhanced user experience by implementing **responsive designs, scalable solutions** and **optimizing performance** for key components of the Your Spending Report (YSR) feature.
- Built a React web app that automated business unit review roadmaps, **streamlining processes** for SCRUM masters and product managers and **enhancing data presentation for leadership.**
- Optimized Useful Links marketing module via payments route, **generating $11 million in revenue.**
- Developed and maintained high-traffic modules that attracted millions of monthly visits, significantly boosting **user engagement** and **overall site activity** as part of the Proactive Engagement (PEG) SCRUM team.
- Led frontend migrations to modern **RESTful APIs** and **GraphQL,** improving system scalability.
- Built **responsive** UI components in React that served more than **10 million** monthly active users across desktop and mobile platforms.
- Used **Adobe Analytics** to drive **data-informed decisions** that **improved user engagement**.
- Implemented **Web Content Accessibility Guidelines (WCAG)** updates across frontend dashboard modules, conducting regular accessibility audits to ensure **ADA** compliance.
- Contributed to American Express winning the **J.D. Power Award** for Best Website in 2024 through **significant performance enhancements.**

TECHNICAL SKILLS

Amazon Web Services (AWS)- S3, EC2, CI/CD**,** CSS, Design Language System (DLS), Docker, Express.js, Figma, Format.js, Git, GraphQL, Holocron (Micro-frontends), HTML, Iguazu, Java, JavaScript, Jenkins, Jest, One App, PostgreSQL, Next.js, Node.js, Parrot, React, React Testing Library (RTL), Redux, Spring Boot, SQL, Storybook, Tailwind CSS, TypeScript.

EDUCATION

Scrum Alliance, Certified Scrum Master (CSM)
General Assembly, American Express Developer Academy (Software Engineering Immersive)
Brooklyn College, Bachelor of Science, Business Management and Finance