

# Ruxandra Fediuc

## Senior Software Engineer

**Address** 1539 Dempsey Rd, North Vancouver

**WWW** ruxandrafediu.com

**Phone** 604-317-0897

**LinkedIn** linkedin.com/in/ruxandrafediu

**E-mail** ruxandra.fediuc@gmail.com

**Twitter** twitter.com/ruxandrafed

**GitHub** github.com/ruxandrafed

Experienced Full-Stack Software Engineer with extensive knowledge of digital marketing and e-commerce technologies, deep analytical skills, and an insatiable appetite for learning new technologies and supporting others through mentorship. Seeking to leverage my diverse background and leadership skills to help scale software teams and products, and expand my skills by working with diverse technologies and teams and building performant and efficient web and mobile experiences.

In my spare time, I mentor programming students, and volunteer my skills and expertise at *Women Who Code Vancouver* and *Re:Coded*.

## Experience

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**Jul 2018 - present**

### Senior Software Engineer // Architect

*TELUS Digital*

As part of the **Platform Architecture Team**, reporting directly to our **Principal Architect** and working closely with him to help ensure continuous alignment to overall technical vision between the different teams and departments in TELUS, Ruxandra develops and maintains the Digital Platform, leads Architecture Reviews, and provides mentorship and feedback to developers across the department.

- Worked closely with the team to maintain and evolve our internal starter kits, core libraries, and CLI tools, built using: **NodeJS, ExpressJS, ReactJS, Redux, Contentful CMS, CSS modules & Styled Components, Babel, Webpack, NightwatchJS, StandardJS, ESLint, Saucelabs, Invision, CircleCI, RedHat Openshift, Jenkins, Kubernetes, Google Cloud Platform, AWS, etc.**
- Led several explorations of technical tools (CI/CD, Github actions, automated version management & releases, etc.), planned our adoption strategies, and paired with teams to help them adopt the new tools/standards across their projects.
- Maintained several key org-wide technical documentation repositories and helped build a solid documentation and contribution practice within our internal community.
- Facilitated several internal processes and practices meant to encourage collaboration among our multiple teams, avoid duplication, reach consensus on technical decisions, and supported other TELUS teams in their exploration and adoption of the Digital Platform.

**TELUS Digital** is the team leading the digital evolution at **TELUS**, Canada's fastest-growing national telecommunications company.

**Jul 2017 - Jul 2018**

### Senior Software Engineer // Tech Lead

*TELUS Digital*

Reporting to the **My TELUS Director**, as **Technology Lead** of the My Telus Home Solutions team, Ruxandra led a team of 4 engineers in charge with maintaining and shipping **NodeJS/ExpressJS** APIs & **ReactJS/Redux** web applications for Internet, TV & Home Phone customers, as part of the My TELUS self serve account management platform.

- Worked closely with our Product Owner, Designers, and external teams to help refine the technical requirements and KPIs for the team, and clarify the acceptance criteria for the features to be built by the team.
- Helped organize the development team, by running Developer Roundtable meetings, facilitating collaboration and executing code reviews, and mentored new team members.
- Collaborated closely with external teams for researching and negotiating APIs design and interfaces, clarifying interdependencies and impact to feature delivery timelines, identifying common risks and opportunities to consolidate work, etc.
- Supported the team as we pioneered the new technology stack and helped identify opportunities and gaps, and migrated existing work from a dated **PHP** monolith to a Javascript-centric stack focused on scalability, microservices, continuous integration and delivery.

**Nov 2015 - Jul 2017**

### Software Engineer

*TELUS Digital*

Reporting to the **My TELUS Director**, Ruxandra was part of an **Agile** team building and maintaining My TELUS, a PHP/Codeigniter based suite of self-serve account management products for all of TELUS Customers (~2 Million users per month).

- Strengthened account management security (2FA), revamped assisted registration flow, built appointment rescheduling flow, etc.
- Built a variety of new experiences for TELUS Home Solutions customers and helped evolve core applications and backend APIs.
- Core contributor and maintainer of main internal API serving a large number of applications.
- 1st place in **TELUS Artificial Intelligence Hackathon** (2017) with a **React Native** app using AI (automated license plate recognition, sentiment analysis, etc.) to help improve bike lane infrastructure, safety and parking enforcement.
- 2nd place in **TELUS Digital Website Performance Hackathon** (2016).

Feb 2016 - Feb 2018

## Mentor - Web Development Bootcamp

Lighthouse Labs

Mentored, offered teaching assistance, and evaluated projects for Lighthouse Labs coding bootcamp students: Ruby, Sinatra, Ruby on Rails, NodeJS, ExpressJS, React, etc.

Jul 2017 - present

## Chapter Director (Volunteer)

Women Who Code Vancouver

Part of the **Board of Directors** at Women Who Code Vancouver, launched in 2017 and currently at 2000+ members, Ruxandra helps organize and promote events for the local community, sets up and maintain partnerships with various companies and institutions, and maintains the group's online communication channels.

WWCode is a global non-profit organization dedicated to inspiring women to excel in technology careers, and that has grown to be one of the largest communities of women engineers in the world, garnering a membership of more than 50,000 people in 20 countries.

Jun 2014 - Aug 2015

## Digital Marketing Strategist (SEM & Analytics)

Cymax Group

Created, monitored & optimized large-scale, complex e-commerce search engine marketing campaigns; managed 3 major product categories, covering over 300 campaigns and an average monthly spend of over \$200,000. Worked closely with IT & Merchandising to constantly improve the quality and performance of the landing pages, implement analytics & remarketing, and increase conversion rates.

Cymax is one of the fastest growing online furniture retailers, carrying over 75,000 SKUs and over 200 furniture brands.

## Recommendations

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### Stacey James, My TELUS Director

*I have had the privilege of working with Ruxandra for 4 years now and I can honestly say I take tremendous pride in writing this recommendation. I remember the first meeting we had together, I knew instantly she was going to do amazing things and help our team rise to new levels. Her interest in the team, our goals, how she could help, and immediate contributions were beyond impressive. Ruxandra's passion, commitment, willingness to try, learn and teach are unsurpassed. She is a strategic thinker and drives the team to find the right solution, recommends alternate options and rallies the team to get things done. She has the trust and respect of her team mates and the leadership team. Ruxandra is truly an amazing addition to any team.*

### Renée Mak, UX/Visual Designer

*Ruxandra has been, hands down, one of my favourite teammates that I ever had the opportunity to work with. As a designer, I have always been impressed with her ability to work seamlessly with designers and POs. She is able to contextualize tech challenges to team members who don't have a background in software engineering and her attention to detail makes it a breeze to work on solutions together. I am continuously impressed with her ability to lead and work with a team strongly. She is passionate, kind, funny and working with her feels like working with a friend. Ruxandra has my highest recommendation and my only regret is that we don't work together anymore!*

More recommendations available on [LinkedIn](#).

## Projects

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### My TELUS

Self serve account management app for TELUS customers: [telus.com/my-telus](https://telus.com/my-telus).

### TELUS Home Shop

E-commerce experience for Internet & other home services: [telus.com/shop/home/internet/plans](https://telus.com/shop/home/internet/plans).

### Open Source Contributions

- Octokit - [github.com/octokit/rest.js](https://github.com/octokit/rest.js) .
- Eslint - [github.com/eslint/eslint](https://github.com/eslint/eslint)
- Editorconfig - [github.com/editorconfig-checker](https://github.com/editorconfig-checker)
- NodeJS - [github.com/nodejs/node](https://github.com/nodejs/node)
- Jest - [github.com/facebook/jest](https://github.com/facebook/jest)
- Colophon ID - [github.com/project-colophon/app](https://github.com/project-colophon/app)

### Personal Website

[www.ruxandrafediu.com](http://www.ruxandrafediu.com)

## Education

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2018

**Software Architecture: Principles and Practices, Carnegie Mellon University**

2015

**Immersive Web Development Bootcamp - Lighthouse Labs**

2008 - 2010

**Master's degree, Business Administration and Management - Al. I. Cuza University, Iasi, Romania**

2005 - 2008

**Bachelor's degree, Business Administration and Management - Al. I. Cuza University, Iasi, Romania**