

# CHRISTOPHER GARZA

Austin, TX | [cpg@christophergarza.dev](mailto:cpg@christophergarza.dev) | 713.865.2868 | [LinkedIn](#) | [Portfolio](#) | [Github](#)

## SENIOR SOFTWARE ENGINEER, FRONTEND

**9 years building pricing systems, analytics pipelines, and conversion infrastructure at the intersection of marketing and engineering, from component libraries to customer relationship management (CRM) integrations across enterprise SaaS products.**

Focused on the business problem as much as the technical solution, which is why the work shows up in metrics, not just the repo. Experienced growing and leading multidisciplinary teams, owning projects from architecture to stakeholder communication, and serving as the technical voice in cross-functional planning.

### CORE EXPERTISE / SKILLS

**LANGUAGES & MARKUP:** JavaScript | TypeScript | PHP | CSS | HTML5 | JSX | TSX

**FRAMEWORKS & TECHNOLOGIES:** React | Redux | Vue.js | Next.js | Tailwind CSS | Sass | Webpack | Turbopack | Vite | Node Package Manager (NPM) / Yarn | Composer | WP-CLI | Prisma

**INFRASTRUCTURE & DEPLOYMENT:** Vercel | Amazon Web Services (AWS) | Google Cloud Platform (GCP) | Docker | Cloudflare

**APIS & INTEGRATIONS:** REST APIs | HubSpot | Salesforce | Segment | OAuth2 / OpenID Connect (OIDC) | Google Optimize | Optimizely | CircleCI | GitHub Actions | Git/GitHub | Claude AI / Model Context Protocol (MCP)

**TESTING & QUALITY:** Jest | PHPUnit | Codeception | PHPSpec | Visual Regression Testing (Playwright / GitHub Actions CI) | Storybook

**PRACTICES:** A/B Testing | Test-Driven Development (TDD) | Object-Oriented Programming (OOP) | Functional Programming | Continuous Integration / Continuous Deployment (CI/CD) | Performance Optimization | User Interface / User Experience (UI/UX)

**LEADERSHIP & COLLABORATION:** Mentorship | Technical Documentation | Cross-Functional Collaboration | Project Scoping & Management | Team Leadership

### CAREER ACHIEVEMENTS

**REVENUE GROWTH:** Contributed to **289% signups increase**, **185% eCommerce plan purchase growth**, and **2x average revenue per user (ARPU)** at WP Engine through A/B testing, pricing restructuring, and conversion-focused development. Achieved **+12% ideal customer trial conversions** on ShipStation and **+6.6% accounts created** on Stamps.com via custom-coded A/B variant detection. (WP Engine/Auctane)

**TEAM LEADERSHIP:** Grew the web development team from **two engineers and an intern to a 14-person multidisciplinary team**. Built the team's **first engineer onboarding and mentorship program**. (WP Engine)

**BRAND CONSOLIDATION:** Led frontend implementation across a **10-brand portfolio** including ShipStation, ShipEngine, and Stamps.com, integrating billing APIs, reverse-engineering undocumented signup flows, building **reusable component libraries**, and **executing database migrations** across the entire brand ecosystem. (Auctane)

**TECHNICAL LEADERSHIP:** Served as **technical representative across cross-departmental projects** at both WP Engine and Auctane, translating engineering constraints for stakeholders and owning project scoping. **Built intake systems that managed work across 90 GitHub repositories at WP Engine**. (WP Engine/Auctane)

### PROFESSIONAL EXPERIENCE

#### Independent / Portfolio Development | Austin, TX 2/2026 – Present

Building production-grade frontend tooling and integration proofs of concept (POCs) while interviewing for Senior Frontend roles. Shipped NodePress (Next.js 16 + Prisma portfolio platform with full SEO, CI/CD, visual regression, and a Claude Code orchestrator workflow for autonomous PR shipping) and a FastSpring checkout integration POC (HMAC-verified webhooks, popup and embedded checkout patterns, geolocated pricing).

#### Auctane | Austin, TX 7/2023 - 2/2026

#### SENIOR SOFTWARE ENGINEER, FRONTEND

Led frontend and full-stack development across a 10-brand shipping and logistics portfolio including ShipStation, ShipEngine, and Stamps.com. Owned pricing systems, signup flows, analytics tracking, database migrations, and CRM data pipelines serving merchants and logistics partners globally.

- **Reverse-engineered and documented undocumented multi-brand signup flows** across 10 brand properties, securing access to logging infrastructure and creating technical documentation while simultaneously shipping features.
- **Drove the evaluation and purchase of Segment** as Auctane's central analytics platform. Led the migration, preserving user tracking and purchase pipeline continuity. Owned the data collection layer across all brand properties, and routed data through Tray into data warehouses, Salesforce, and HubSpot for persona-based onboarding targeting.
- **Built ShipStation's Free Trial signup flow** with shipment volume segmentation for ideal customer profile (ICP) identification, reCAPTCHA v3 and Blackbox.io fraud prevention as part of a cross-organizational anti-fraud initiative, and OAuth2/OIDC provisioning to handle account creation from ShipStation.com directly into the app.
- **Built reusable React and Vue component libraries** that cut design and development time to roughly 1/4 of the original timeline. Enabled marketing teams to publish landing pages independently, including GeoIP-based content localization across brand homepages, and run A/B tests using Google Optimize and Optimizely without developer involvement.

## WP ENGINE | Austin, TX 6/2016 – 2/2023

*Promoted through positions of increasing responsibility at a WordPress hosting platform that grew from \$60M to over \$245M in revenue during my tenure, contributing directly to that growth through conversion rate optimization, pricing systems, analytics infrastructure, and personalized customer journey experiences that guided users toward the right solution at every stage of the buying cycle.*

### SENIOR SOFTWARE ENGINEER, FRONTEND (9/2021 – 2/2023)

Led development across pricing, conversion, and analytics systems for WP Engine and its brand portfolio including Torque, Velocitize, StudioPress, and Flywheel.

- **Built the purchase funnel across WP Engine's hosting plans** using a Redux-driven interface with API-driven localized pricing in USD, EUR, AUD, and CAD. Managed state handoff between the marketing site and product portal so customer selections carried through to account creation without loss, contributing to 185% eCommerce plan purchase growth and 289% signups increase.
- **Increased overall signups and eCommerce plan interest** by building a clear conversion path and pre-selling dedicated plans, **routing high-value customers into sales-assisted channels.**
- **Drove the evaluation and purchase of Segment** as WP Engine's replacement analytics platform ahead of Google Analytics 4's end-of-life. Architected the migration ensuring site analytics continuity, owned the data collection layer, and enabled unified user profiling that powered personalized content delivery across developer, agency, and business customer segments.
- **Built and maintained a shared React and Gutenberg block component library** used across the WP Engine brand portfolio, enabling non-engineers to build and manage landing pages without engineering involvement.

### SOFTWARE ENGINEER, FRONTEND (8/2019 – 9/2021)

- **Served as technical representative** on business-critical projects across all key planning meetings, providing informed perspective on roadmaps, scopes of work, and deadlines while translating technical constraints into plain language for non-technical stakeholders.
- **Built a project intake system** using GF API and the JIRA API, standardizing work requests across 90 GitHub repositories, reducing ambiguity and back-and-forth during high-volume periods.

### ASSOCIATE SOFTWARE ENGINEER, FRONTEND (10/2017 – 8/2019)

Promoted from intern to full-time staff. Took ownership of revenue-generating projects and led multiple brand redesigns early in tenure.

### SOFTWARE ENGINEER INTERN, FRONTEND (6/2016 – 10/2017)

Selected through a competitive program and quickly trusted with key projects across the web team. Built proficiency across the company's core technology stack during a period of significant team restructuring.

## EDUCATION

### TEXAS STATE UNIVERSITY | San Marcos, TX

B.S., Advertising & Mass Communication

Minors: Creative Writing, Business, and Literature

Graduate Level Coursework: JavaScript, JQuery, PHP, Python, Web Scraping, Git, HTML5 & CSS, WordPress Development