

André Fuller

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SUMMARY

Staff Software Engineer with 16+ years of experience building and modernizing complex web applications and enterprise platforms. Deep expertise in TypeScript, React, and frontend architecture, with a track record of leading cross-team technical initiatives, modernizing legacy systems, and delivering large-scale platform migrations. Former engineering manager and technical lead who combines hands-on engineering depth with experience mentoring engineers and driving technical strategy.

EXPERIENCE

Infillion

New York, NY

Frontend architecture and modernization across Infillion's advertising platform

Staff Software Engineer

2025–Present

- Set frontend technical direction across Infillion's advertising platform, extending the reusable components and modernization patterns established during my Senior Engineer tenure across additional product areas.
- Contributed to roadmap planning and LOE estimation, and authored and reviewed Architecture Decision Records to align technical direction across the platform.
- Adopted AI-assisted development practices using GitHub Copilot and Claude Code, including building a custom Claude Code skill for local and remote code review grounded in prior reviewer feedback and project standards, reducing code review rounds by roughly one-third.

Senior Software Engineer

2023–2025

- Migrated the frontend API integrations, advancing overall migration progress from 50% to 85% in six months, improving performance by at least 30% through elimination of redundant API calls, and meeting the year-end sunset deadline.
- Established the first production implementations on the new UI component library (audience data pixels and segment groups), validating the modernization architecture and establishing reusable patterns subsequently adopted across the team's frontend work.
- Delivered a long-requested audience-targeting capability by coordinating changes across the frontend, backend API, and ad-serving services to ship it to production.
- Led the platform relaunch following the Infillion acquisition, restoring stalled deployment pipelines and re-establishing CI for both frontend and backend systems while operating with a significantly reduced engineering team.
- Built the team's onboarding materials (environment setup guides, codebase walkthroughs, recorded architecture sessions), reducing time-to-productivity from months to weeks.

- Resolved critical production incidents and high-priority defects across frontend and backend dependencies, collaborating with Support and Product to prioritize and communicate impact, and drawing on deep knowledge of the platform's architecture to improve stability for customers.
- MediaMath

New York, NY

Product engineering, technical leadership, and team development on the advertising platform
- Engineering Manager / TechLead

2021 – 2023
- Led a globally distributed team of 12 engineers while staying hands-on in code review and technical design; raised team productivity 25% within three months.
 - Cleared 75% of a stalled backlog in six months by rescoping delivery, defining clearer completion criteria, and pairing directly on the highest-impact work.
 - Delivered platform initiatives contributing to an 18% increase in revenue and 30% lift in customer satisfaction; onboarded 4 engineers and reduced average project delivery time by 20%.
- TechLead

2020 – 2021
- Redesigned the team's development workflow (tighter design-to-engineering handoffs, clearer completion criteria, and lightweight code-review conventions), cutting development time by 25% and accelerating project delivery by 30%.
 - Mentored junior engineers through architecture, code quality, and ownership practices, helping contributors progress to independent mid-level ownership within six months.
- Software Engineer I–III

2010 – 2020
- Shipped features across the advertising platform in close collaboration with designers and quality assurance engineers, optimizing frontend-to-API data exchange and maintaining over 85% test coverage on owned features to reduce regressions and enable a faster release cadence.

SKILLS

LANGUAGES	TypeScript · JavaScript
FRONTEND	React · Next.js · TanStack Start · Vite · MUI · MUI X DataGrid · Tailwind · HTML · CSS
BACKEND & PLATFORM	Node.js · BFF integration · REST APIs
TESTING	Jest · Cypress
ENGINEERING	Frontend architecture · Legacy modernization · Cross-functional delivery · Code review & technical design · Production reliability · Developer experience · Mentorship

EDUCATION

Rensselaer Polytechnic Institute	2004
B.S., Information Technology (with Arts) · Troy, NY	