

JELANI ASIM ETIENNE

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PROFESSIONAL SUMMARY

Senior Software Engineer with 15+ years of full-stack web development experience spanning enterprise platforms across retail, pharma, logistics, and e-commerce — capped by over a decade of deep ownership at one of the highest-traffic retail platforms in the country. Specializes in modern frontend architecture, leading the design and evolution of React-based ecosystems, component design systems, and state management patterns, while owning full-stack delivery with Next.js, Java (17–20), and cloud-native services on GCP. Built and shipped VALET (SLO-driven reliability dashboard reducing errors and tickets by 60–70%) and Canary (consumer analytics platform enabling data-driven frontend optimization for the first time). Strong focus on API contract integrity, observability, and delivering scalable systems that balance speed, reliability, and long-term maintainability.

CORE COMPETENCIES

Frontend Architecture: React.js, Next.js, Angular, JavaScript (ES6+), TypeScript, HTML5, CSS3, SSR/SSG patterns, component-driven design systems, rendering optimization, Core Web Vitals, responsive design

State Management & Testing: Redux, React Context API, Jest, React Testing Library, Webpack, Vite, cross-browser validation, A/B testing frameworks, defect reduction strategy

Backend & API Engineering: Node.js, Java (17–20), RESTful services, GraphQL, API contract design, service orchestration, distributed systems, SQL (MySQL, PostgreSQL, Oracle)

Observability & Cloud: GCP, BigQuery, SLO/SLI governance, production telemetry, logging/monitoring pipelines, MTTR reduction, VALET reliability dashboard, Canary analytics

AI-Assisted Development: Claude, GitHub Copilot — code generation, refactoring, test creation, debugging, documentation; integrated into daily engineering workflow

Engineering Leadership: Technical mentorship, code reviews, system design, architectural decision-making, CI/CD automation, Agile/SDLC execution, cross-functional collaboration

Content & Platform: Headless CMS (Contentful — CDA, CMA, CPA), structured content modeling, WordPress, RedDot CMS, SEO strategy

PROFESSIONAL EXPERIENCE

Senior Software Engineer | The Home Depot, Atlanta, GA *February 2011 – March 2026*

- Architected and delivered full-stack, high-traffic web applications for HomeDepot.com, serving millions of daily users using React, modern JavaScript (ES6+), and Node.js.
- Designed and developed backend services in Java (17/18/19/20), building scalable RESTful APIs that powered React frontends with clean contract design, optimized payload delivery, and resilient service orchestration.
- Engineered and maintained backend-to-frontend integrations ensuring structured, performant data flow across distributed systems.
- Designed and implemented VALET (Volume, Availability, Latency, Errors, Tickets) — an SLO-driven observability dashboard built on GCP, integrating production telemetry, logging pipelines, and BigQuery analytics.
- ↳ Reduced production errors and support tickets by 60–70%; improved SLA adherence and significantly reduced MTTR.
- Created Canary, a backend-powered analytics platform leveraging BigQuery to capture component usage, user interaction flows, and engagement metrics across HomeDepot.com — enabling data-driven frontend optimization and experimentation.
- Designed and deployed cloud-native services on Google Cloud Platform (GCP), integrating logging, monitoring, and scalable analytics pipelines.
- Reduced production defects by ~60% through API contract enforcement, defensive error handling, expanded automated testing (JUnit), and improved CI/CD validation.
- Optimized frontend performance, improving page load times by 30–40% through rendering optimization, bundle tuning, and delivery strategy enhancements.
- Enhanced CI/CD pipelines (Git/GitHub-based workflows) to improve release stability, deployment safety, and rollback efficiency.

- Mentored engineers on scalable system design, API architecture, observability engineering, and cloud-native best practices.

Lead Web Developer | PrimeTime IT Solutions, LLC, Atlanta, GA *March 2005 – March 2013*

- Led end-to-end delivery of client web projects, from requirements gathering and architecture through development, launch, and ongoing support.
- Owned technical direction, UI/UX design, and database architecture across multiple concurrent projects with varied technology stacks.
- Designed and built database-driven websites and e-commerce platforms supporting diverse client business operations.
- Managed project intake, prioritization, and execution to ensure on-time delivery and consistent quality standards.
- Collaborated directly with clients to translate business requirements into scalable, maintainable technical solutions.

Web Developer | UCB Pharma, Atlanta, GA *October 2007 – August 2009*

- Designed, implemented, documented, and supported web-based data-driven applications across the full SDLC.
- Developed frontend and server-side components using ASP, HTML, CSS, and RedDot CMS.
- Optimized intranet, internet, and database systems for performance and reliability while providing end-user support.

Web Specialist | UPS, Alpharetta, GA *June 2006 – October 2007*

- Supported enterprise intranet and internet platforms for UPS Professional Services and Strategic Accounts divisions.
- Designed and developed scalable, secure web applications using ASP, ASP.NET, HTML, CSS, and PHP.
- Collaborated with business analysts and architects to translate functional requirements into technical solutions.

EDUCATION

Bachelor of Science in Computer Information Systems *February 2004*

DeVry University, Atlanta, GA • President/Vice President, Epsilon Delta Pi Honor Society

INTERESTS

Web Development & Design, Emerging Technologies, Team Sports, Motorsports & Automotive, Cooking, Music & Gaming, Film & TV