

Jordan Urbaez-Lu

Sunnyvale, CA | jordana.urbaez@gmail.com | (978) 289-7135 | [LinkedIn](#) | [GitHub](#) | [Website](#)

Senior Software Engineer

Professional Summary

Senior Software Engineer with **7+** years of experience currently leading Walmart+ web platform—a major revenue engine bringing in hundreds of millions annually—focused on performance, scalability, and intelligent automation using **React, Next.js, and AI-driven insights**. Specializing in **React, Next.js, TypeScript, Node.js, and GraphQL**, with a proven record of improving Core Web Vitals, developer velocity, and customer retention through performance optimization and intelligent system design.

Experience

Senior Lead Software Engineer — Walmart Global Tech

Sunnyvale, CA | Jul 2022 – Present

- Architected and led large-scale **React + Next.js** applications powering Walmart+ membership, account, and payment experiences for tens of millions of active users worldwide, handling hundreds of **millions of page views and API requests monthly**.
- Increased membership renewals by **15%** and reduced churn by **3%** through A/B experimentation, UX optimization, and front-end performance improvements, protecting **millions in recurring revenue**.
- Reduced Walmart+ P75 page latency by **45%** by redesigning API and data-fetching architecture with **Node.js, TypeScript, and GraphQL**.
- Led Walmart+ Web Platform performance initiatives, improving LCP, FCP, and INP by **75%+** across P0/P1 customer-facing pages through **React** and **Next.js** SSR optimization strategies, resulting in improved customer experience and higher user engagement.
- Increased developer productivity by **~10%** per sprint by building and deploying an on-call analyzer powered by **Next.js** and Walmart's internal LLM, automating incident triage and analysis.
- Accelerated feature delivery by **>20%** by developing and maintaining Walmart's **React/SCSS/Storybook** powered design system, standardizing accessible UI across hundreds of production pages.
- Developed **AI-driven** billing optimization for Walmart+ using **Java Spring Boot** and machine learning models to analyze payment behavior, enabling predictive renewal scheduling and improving billing success and retention.

Senior Software Engineer — Meltwater

Boston, MA | Dec 2020 – Jun 2022

- **Led the Web Team** for Meltwater's Creator Analytics platform, partnering with product and design to deliver new engagement-focused features on schedule and ensure seamless creator experience across web and mobile dashboards.
- Increased creator engagement by **20%** by modernizing **React + TypeScript** interfaces and improving UI/UX responsiveness, resulting in higher feature interaction and time-on-page metrics.
- Improved P75 page latency and **Core Web Vitals (LCP, FCP, TTFB)** by **2.8 seconds** by refactoring front-end architecture, optimizing asset loading, and applying **React** performance best practices, leading to a faster, smoother analytics experience for thousands of creators.
- Enhanced REST API response times by **16%** by optimizing **Node.js + Express** services built in **TypeScript**, improving data reliability and dashboard load times under heavy traffic.

React Developer — BeyondTrust

Somerville, MA | Aug 2019 – Oct 2020

- Developed and optimized **React**-based interfaces for secure credential injection and remote access workflows, enabling faster and safer authentication for enterprise clients.
- Collaborated with backend engineers to ensure seamless data exchange and session management between **React** and **RESTful** services, strengthening platform reliability.

Web Developer — Drift

Boston, MA | Oct 2018 – Aug 2019

- Maintained and led production deployments for Drift's high-traffic marketing site, ensuring **99.9% uptime** and rapid content delivery in a fast-paced release cycle.
- Partnered cross-functionally with design and marketing teams to ship new features and content updates on schedule, supporting Drift's brand and revenue goals.

Technical Skills

Frontend Expertise: **React, Next.js, TypeScript, GraphQL, HTML, CSS**, React Query, Tailwind, Redux, Accessibility, Performance Profiling (LCP, INP, CLS)

Frontend Architecture & Practices: **Agile/Scrum, Git, A/B Testing, AI Powered Software, Core Web Vitals Optimization**, SSR/CSR Strategies, Code Splitting, Caching & Prefetching, Design Systems, Component Abstraction, CI/CD

Backend: **Java Spring Boot, REST APIs, Node.js, Express**, SQL, PostgreSQL, MongoDB, Golang

DevOps & Infrastructure: **Docker, Jenkins, Nx, Kubernetes**, Grafana, Prometheus

Tools & Platforms: **VS Code, Postman**, Xcode, Slack, Zoom, Microsoft Teams, Jira, Confluence

Education

Computer Science — University of Massachusetts Lowell