

JELANI ASIM ETIENNE

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PROFESSIONAL SUMMARY

Full-stack Software Engineer with 20 years of experience leading and hands-on building complete web platforms — from requirements and architecture through development, deployment, and long-term support. Skilled across the entire stack: modern frontend engineering with React, JavaScript, Tailwind CSS, and Bootstrap; backend services and APIs in Java and Node.js; and cloud-native infrastructure, data pipelines, and analytics on GCP.

A builder-leader who sets technical direction and writes the code — owning system design, database architecture, UI/UX, performance optimization, observability, CI/CD, and testing strategy. Known for driving projects from concept to production, raising engineering standards, and mentoring engineers while staying deep in the work.

CORE COMPETENCIES

Frontend Architecture & Performance Engineering: React.js, Next.js, Angular, modern JavaScript (ES6+), HTML5, CSS3, Tailwind CSS, Bootstrap, component-driven architecture, rendering optimization, SEO strategy, performance tuning (Core Web Vitals), scalable design systems

Backend & API Engineering: Java (17/18/19/20), Node.js, Express, RESTful services, GraphQL, API contract design, service orchestration, payload optimization, backend-to-frontend data delivery, distributed systems fundamentals

Cloud-Native & Data Platforms: Google Cloud Platform (GCP), cloud architecture design, BigQuery analytics, logging/monitoring pipelines, scalable service deployment, data-driven performance modeling

Observability & Reliability Engineering: SLO/SLI definition, error budget governance, production telemetry analysis, MTTR reduction, incident trend modeling, reliability dashboards (VALET), consumer interaction analytics (Canary)

Full-Stack Systems Development: End-to-end application delivery, frontend/backend integration, SQL (MySQL, PostgreSQL, Oracle), system scalability, concurrency considerations, performance-aware architecture

Content & Platform Engineering: Headless CMS (Contentful), CMS integrations, structured content modeling, WordPress, RedDot CMS

Engineering Leadership & Delivery: System design, architectural decision-making, technical mentorship, code quality standards, CI/CD automation, cross-functional collaboration, Agile/SDLC execution

Quality, Testing & Optimization: JUnit, automated testing strategy, cross-browser validation, debugging, performance monitoring, A/B testing frameworks, defect reduction strategy

PROFESSIONAL EXPERIENCE

Senior Software Engineer | The Home Depot, Atlanta, GA

February 2011 - January 2026

- Architected and delivered full-stack, high-traffic web applications for HomeDepot.com, serving millions of daily users using React, Next.js, modern JavaScript (ES6+), CSS3, Node.js, and Express

- 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
 - Enabled data-driven frontend optimization and experimentation
 - Increased rollout confidence and visibility into feature performance
- Designed and deployed cloud-native services on Google Cloud Platform (GCP), integrating logging, monitoring, and scalable analytics pipelines
- Leveraged BigQuery for operational intelligence, performance modeling, and consumer behavior analysis to inform engineering decisions
- 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

Technologies: React, JavaScript (ES6+), CSS3, Tailwind CSS, Bootstrap, Next.js, Node.js, Express, Java (17-20), REST APIs, GCP, BigQuery, CI/CD, Git/GitHub, Observability Engineering, SLO Governance, Cloud-Native Architecture

Lead Web Developer | PrimeTime IT Solutions, LLC, Atlanta, GA

March 2005 - March 2026

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

Technologies: HTML5, CSS3, JavaScript, ASP.NET, PHP, MySQL, Adobe Photoshop

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

Technologies: ASP, HTML5, CSS3, RedDot CMS, Oracle, WebTrends Analytics

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

Technologies: ASP.NET, ASP, PHP, HTML5, CSS3, Oracle, Adobe Photoshop

EDUCATION

Bachelor of Science in Computer Information Systems

DeVry University, Atlanta, GA | *Graduated February 2004*

- President/Vice President, Epsilon Delta Pi Honor Society

INTEREST

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