
NAHOM ENDALE

FULL-STACK / SOLUTIONS ENGINEER · IMPLEMENTATION SPECIALIST

(702) 945 5395 | nahomtendale@gmail.com | New York, NY |

[LinkedIn](#) | [Portfolio](#) | [GitHub](#)

PROFESSIONAL SUMMARY

Solutions-focused engineer with 7 yrs building and integrating API-driven workflows that boosted Rug & Kilim revenue 30% YoY and cut dev cycles 50% at Gap.

Spanish/English bilingual for global teams.

CORE COMPETENCIES

- SaaS Implementation & Integration
 - API Development (REST, PayPal, OpenAI)
 - Technical Demos & Client Enablement
 - A/B Testing & Optimization (Optimizely)
 - E-commerce Platforms (WooCommerce)
 - Solutions Engineering & Workflow Automation
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CAREER HIGHLIGHTS

- Drove 30% YoY sales growth via API-powered features (AI search, dynamic pricing) and UI/UX modernization.
 - Accelerated dev cycles by 50% by building an internal CMS that automated workflows for 20+ developers.
 - Launched civic-tech platform adopted by 5 beta users, including the NYC Comptroller's office.
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EXPERIENCE

Implementation Engineer, Web & Integrations | Rug & Kilim | New York | August 2024 - Present

- Drove ~30% YoY sales growth and improved product page conversions ~3x by overhauling the WooCommerce platform through API-powered features, UI/UX-friendly layouts, and SEO/ADA compliance.
- Architected and deployed an Algolia + OpenAI Natural Search solution (Next.js/Netlify) across ~30k products, implementing a custom portal for real-time prompt training and maximizing product discovery.
- Achieved ~15% higher conversions on sale products by leading PayPal integration for the "Make an Offer" system, aligning technical requirements (card holds) with VP scope, and deploying negotiation flows.

Implementation Consultant | Freelancer | New York | October 2023 - August 2024

- Managed the full project lifecycle for 5 MVPs, from scoping through deployment, 100% on-time technical delivery.
- Translated stakeholder requirements into scalable POCs, optimizing technical solutions for client performance and ROI.
- Led weekly syncs to iterate on technical priorities, resolving integration blockers, and delivering solution demos, including knowledge transfer sessions to ensure client proficiency and adoption.

Frontend Developer | Gap Inc. | San Francisco, CA | November 2018 - July 2023

- Accelerated marketing updates by 50% for 20+ developers by architecting an automated Node.js REST API solution that replaced a manual, legacy workflow for critical content management.
- Deployed and managed personalized A/B testing campaigns via Optimizely in partnership with Marketing, segmenting high-traffic experiences (e.g., cardholders vs. regular users) to enable data-driven revenue optimization.

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EXPERIENCE CONTINUED

Data Collection Researcher | Amazon via Nytec | Sunnyvale, CA | April 2017 - March 2018

- Contributed to the development and refinement of Amazon Alexa for the es_ES market by collecting, analyzing, and validating speech and language data to improve voice recognition, comprehension, and response accuracy.
- Collaborated with engineering teams to design and implement data collection protocols, ensuring adherence to quality and confidentiality standards

Maps Quality Analyst | Apple via Welocalize | Sunnyvale, CA | August 2016 - April 2017

- Enhanced Apple Maps reliability and accuracy by analyzing navigation routes, search results, and business information, ensuring they meet user needs and guidelines.
- Conducted quality assurance for map search results to verify relevance and accuracy, adhering to established evaluation standards and user-centric guidelines.

PROJECTS

Concretebills | [concretebills.com](#) | 2025

- A real-time NYC bill tracking dashboard adopted by 5 beta users, including the NYC Comptroller's office, to streamline legislative research. Built with Next.js, Supabase, and Clerk.

Oxeoxe | [oxeoxe.com](#) | 2025

- An AI-assisted publishing platform that cuts editorial workload by 50% by generating structured article drafts and implementing semantic search. Built with Next.js, Sanity CMS, Algolia and Gemini.

EDUCATION

Front End Development Nanodegree | 2016 - 2017

Udacity, San Francisco, CA

Telecommunications Engineering Coursework | 2013 - 2015

Universidad Rey Juan Carlos, Madrid, Spain

*Completed two years toward bachelor's degree before relocation to United States

TECHNICAL SKILLS

- Frontend: React, Next.js, JavaScript, TypeScript, HTML, CSS, Tailwind
- Backend: Node.js, REST APIs, PostgreSQL
- Tools & Platforms: Git, Optimizely, Figma, Algolia, WooCommerce, Netlify