

# Aron Eidelman

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Portfolio: [www.eideldev.com](http://www.eideldev.com)

## CORE SKILLS

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- **Communication:** public speaking, user and requirements documentation, architectural diagrams, mentoring
- **Organizational:** cross-department collaboration, product ownership, release planning, sales enablement
- **User focus:** technical instruction, curriculum development, technical troubleshooting, user research, requirements analysis, feature validation
- **Technical:** hybrid and multi-cloud infrastructure, AWS implementation and deployment, identity and access management, authentication flows, security, containers, TLS, full-stack engineering, Python, Lua, JavaScript
- **Marketing and sales:** competitive analysis, battle decks, partnership proposals, live demos, technical sales training, content strategy, release messaging
- **Writing sample:** [S3 Breach Prevention: Best Practices for Enterprise Cloud Security](#)
- **Industry certifications:** [AWS Certified Solutions Architect - Associate](#), [CompTIA Security+](#)

## WORK EXPERIENCE

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### Software Engineer, Product Specialist | Kong Inc. | San Francisco

Aug 2018 –

Present

- Presented on stage at AWS re:Invent 2019 Startup Central with the CTO, demonstrating Kong Rate Limiting on Amazon ECS with Aurora and ElastiCache to a live audience and describing best practices for identity-based security, high availability with container-based deployments, and performance efficiency.
- Wrote and edited custom technical guides for Kong's integration with HashiCorp Vault, Okta, Amazon Cognito, AWS Lambda, and Amazon EKS.
- Drafted architectural diagrams of Kong in the context of hybrid, multi-cloud (AWS, GCP, Azure), container and Kubernetes-based deployments for use in documentation, proofs of concept for sales prospects, technical marketing, and internal engineering reference.
- Defined strategy, investigated compliance requirements, and gathered customer use cases as the principal technical resource in Kong's partnership with AWS.
- Created custom security guides for customers, enabled Sales with security-related questions, and assisted Legal with contracts and RFPs.
- Developed collateral pertaining to Docker installation and Service creation to assist Sales with internal adoption at a prospect company, which resulted in closing a major deal.
- Trained half of the global organization in how to use Git, GitHub, and Jira, and how to contribute to open-source and enterprise documentation.
- Wrote an article (with record-breaking readership engagement scores) that outlined security best practices to prevent S3 breaches with IAM, GuardDuty, Lambda, Inspector, and other AWS services.
- Developed and extended a data visualization of vitals status codes made with Vue and Chart.js to appear on multiple dashboards with a new vitals endpoint written in Lua.
- Organized and spoke at Vue meetups representing Kong, covering topics, such as frontend security with JavaScript frameworks, polymorphic code and defensive programming, and how to divide shared tasks between front- and backend such as input validation and cached search.

### Programming Mentor (Part-Time) | Codecademy | San Francisco, CA

Feb 2018 – Aug 2018

- Advised 390+ students learning JavaScript (ES6), Node.js, Express, SQL, Python, Ruby, React, Angular 1.x, HTML, CSS, Sass, and responsive design by explaining concepts, reviewing work, and debugging errors.
- Reviewed 720 GitHub issues in 120+ final projects for API development with JavaScript (ES6), Node.js, Express and SQLite.
- Conducted 23 student post-course interviews to help guide product teams for future content.

**Product & Engineering Consultant | Apollo Creative Services | San Francisco**

May 2017 – Aug 2018

- Recorded videos on data structures and algorithms for BitTiger's 200,000 students worldwide.
- Redesigned mobile-friendly landing page for UCSF bioinformatics lab using VueJS, HTML, and CSS, and reduced page load time by 60%.
- Reduced the time required to add new products by 50%, and automatically standardized images for 3700+ variations, saving the team 308 hours in one quarter, based on feedback about the current process for adding products to a CMS from sales and design team leads.
- Designed and developed a Shopify theme with Liquid, Sass, and VueJS that increased conversions by 30% due to reduced 1-second loading times and 2-step checkout process.
- A/B tested and developed a booking segment to Beauty in SF using JavaScript, VueJS, and Firebase, and chat feature using Node and Socket.IO, which generate \$7000 monthly and automated 90% of all scheduling.
- Created 12 interactive data visualizations with animated SVG charts of drug interactions in cancer therapy with 10,000 patients using JavaScript, VueJS, and D3.js, based on data in Jupyter.

**Product Manager | Gameplan Jobs | Remote**

Jun 2015 - May 2017

- Collaborated with a cross-functional product team that combined multiple APIs with assessment partners, saving early-stage startup over \$200,000 in costs to create solutions from scratch.
- Interpreted results of UX research with 10,000+ university students with Optimizely, Asana, and Typeform to guide feature design and validation, which led University to purchase the company.
- Guided product through a major pivot from a simple API integrated with applicant tracking systems to a white-label, single-page application that universities could customize.
- Established better development practices to improve productivity and quality, including clearer PDRs, more frequent check-ins with offshore engineering teams, and delineation of ownership for KPIs.
- Wrote documentation for 64 JSON API requests and responses, used by 5 internal development teams and all future developers with the new parent company.
- Trained and enabled the sales team and created a video for sales to use during pitches.

**Web Developer, Technical Writer (Contract) | TCG (Robert Half) | Remote**

Dec 13 - Jun 15

- Built 560+ presentations working with a team of over 300 engineers, designers, and executives to present to audiences of 10,000 developers for Apple's WWDC.
- Wrote 30 descriptions for products, solutions, and services involving Java, SQL, and Oracle DB, assisting European-based data-warehousing firm Optima Soft to expand market reach by 400% in the US.
- Developed 4 modular responsive HTML email templates used for 60 emails, tested in 13 email clients, and sent to 7,000 Enterprise customers and marketing leads.

**Teacher, Marketing Associate | Mosaica Education | Hyderabad, India and Atlanta, GA**

Apr 11 - Dec 13

- Taught grades 6-10 for a year at an American college-prep school in Hyderabad, India, featuring an award-winning project-based learning curriculum about the history of great ideas in world culture.
- Communicated with international companies and the American Chamber of Commerce to build each school's network for enrollment.
- Developed a startup plan for all international schools in Turkey, India, UAE, and China.
- Traveled to the United Arab Emirates, China, and Vietnam to research markets for new American schools, and to develop marketing strategies.
- Spoke at a conference in Chandigarh to discuss economic development and education in Northern India and Kashmir.

**EDUCATION****BA in Philosophy**, *Oglethorpe University*

December 2010