

# Nahom Endale

Product Engineer

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## SUMMARY

Frontend Engineer experienced building full-stack applications end to end with Next.js, React, and Node. Currently at a NYC rug company building web features and a custom PayPal integration for negotiated offers. Also built Concrete Bills, a search engine over 51K NYC Council records. NYC-based, US work auth.

## SKILLS

**Languages & Frameworks:** HTML5, CSS3, Node.js, Next.js, TypeScript, JavaScript (ES6+), SQL, PostgreSQL, React, Tailwind

**Platforms & Tools:** Supabase, Anthropic SDK, Gemini SDK, Git, GitHub, Cursor, Claude Code, Figma, Adobe Creative Suite

**Integrations & APIs:** RESTful APIs, Webhooks, OAuth, Stripe, PayPal, Gmail API, Postman

**Infrastructure & Data:** AWS S3, Algolia, Cron / sync pipelines, Clerk auth, PostHog

## EXPERIENCE

**Implementation Engineer, Web & Integrations, Rug & Kilim** · New York, NY Aug 2024 – Present

- Work directly with the founder and VP of Sales to scope, design, and ship features end-to-end, from rough idea to production UI, and onboard non-technical stakeholders through live demos.
- Designed and built R&K Image Studio, a consumer-facing AI feature that lets shoppers drop a rug into a photo of their own room. Owned the full front-end, from upload and live preview to the in-place compositing UI, wired to Gemini for generation and Algolia for inventory search.
- Wrote a custom PayPal integration for negotiated offers, mapping counter-offer and approval flows onto PayPal's API.
- Migrated 2M+ media assets (806 GB) from shared hosting to AWS S3, handling IAM setup, staging validation, URL rewriting, and CDN rollout, which cut storage costs and removed a hard hosting cap.

**Technical Consultant & Solutions Architect, Freelance** · Remote Oct 2023 – Aug 2024

- Ran discovery calls with clients, documented their requirements and constraints, and delivered integration recommendations in writing before any code shipped. Cut scope creep and set expectations upfront.
- Built an MVP for an education-sector health-tech client: PostgreSQL schema for tracking student health trends, plus SQL reporting dashboards for faculty.

**Frontend Developer, Gap Inc.** · New York, NY Nov 2018 – Jul 2023

- Built a drag-and-drop tool (Node.js) that let Marketing assemble campaign landing pages (assets, copy, alt text) and publish straight to the legacy CMS. Presented it to ~50 engineers at a company-wide dev panel; other teams adopted it for their own producer-facing tools.
- Owned Optimizely across Old Navy: configured 500+ campaigns with cardholder and timed-promo segmentation, placed code across the live site, QA'd pre-launch, and triaged issues during high-traffic events.

## PROJECTS

**Concrete Bills** [concretebills.com](https://concretebills.com)

A civic-tech search engine making 51K+ NYC Council bills searchable and trackable for residents, journalists, and civic staff.

*Next.js, Algolia, Node.js, Supabase, Clerk, PostHog, Anthropic SDK*

- Architected end-to-end integration with NYC's Legistar API, building a Node.js sync pipeline that ingests 51K+ legislative records into Algolia and keeps them fresh via scheduled cron jobs.
- Added bill tracking (Clerk auth, Supabase DB) with saves, sponsor follows, and a weekly AI-generated digest. Early signups came from staff at the NYC Comptroller's office.

## EDUCATION

**Audiovisual Engineering (Coursework), Universidad Rey Juan Carlos** Madrid, Spain Sep 2013 – Sep 2015

**Nanodegree in Frontend Development, Udacity** Oct 2016 – Oct 2017