Persa Zula

Senior Software Engineer

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EXPERIENCE

Adobe

June 2015 - Present

Senior Software Engineer

- Architect and lead engineer for a complete rewrite of our font processing pipeline using Ruby and Python in AWS Lambda in a series of microservices, orchestrated with AWS Step Functions, and managed via Terraform. The improved pipeline can reprocess the entire subscription library of fonts in 7 hours, which previously took 2 weeks.

- Drove the implementation of CSS-only delivery of our webfonts offering, eliminating the need for JavaScript for our customers. This also enabled subscribers to use our library of 20,000 webfonts in HTML emails, as well as serve their branded content using Google AMP.

- Provide ongoing improvements, scaling and support for our webfont serving service which serves over 400 billion font views per month.

Hireology

March 2014 - May 2015

Software Engineer

- Rewrote the core product interview logic in Ruby on Rails and introduced behavioral-driven development using Cucumber to this workflow, reducing bug reports from 12 per week to 1 per month.

- Implemented a new payment provider to meet PCI compliance and reduce back-office errors in subscription tracking.

- Built back-end reporting functionality using Ruby on Rails and D3.js to surface new subscriber engagement to the sales and support teams. This enabled the proactive follow-up and support practices.

Fathom Online Marketing

September 2012 - September 2013

Web Developer

- Built a responsive web design framework for the team to use when building landing pages and microsites, increasing click-through rates by 31% on mobile pay-per-click campaigns.

- Built internal tool using Ruby and ImageMagick to auto-generate resized and compressed images for various device sizes, reducing developer time spent on generating these images from 1 hour per project to seconds.

- Introduced git workflows and git deployment using Beanstalk to eliminate developers overwriting projects with outdated work.

SKILLS

Ruby (Rails)
9 years

AWS
6 years

Terraform
4 years

Python
3 years

SQL (Postgres/MySQL)
12 years

Javascript
12 years

HTML/CSS
15 years

EDUCATION

University of Akron
BFA in Graphic Design

GIVING BACK

W3C Webfonts Working Group
2018 - present

!!Conf Conference Speaker
May 2018

RailsBridge CLE Founder / Organizer
May 2014 - August 2016

RobotsConf Ruby Expert
December 2014

Code for America Brigade Captain
February 2013 - March 2014