

Adrian Chrysanthou

adrianchrysanthou@gmail.com • (813) 245-9812
[Portfolio](#) • [LinkedIn](#) • New Port Richey, FL

Director of Software Engineering

Results-driven technology executive with over a decade of experience in leading web application strategies and enhancing operational efficiencies.

Proven expertise in architecting and implementing scalable solutions within cloud environments and integrating automated testing tools to ensure high-quality standards. Skilled in building and mentoring high-performing development teams while fostering a culture of collaboration and innovation. Adept at managing end-to-end processes and leveraging data analytics to inform strategic decisions. Strong communicator with a track record of engaging stakeholders and aligning cross-functional teams towards common goals. Recognized for driving user experience improvements and achieving significant performance metrics. Effective communicator with a strong ability to establish relationships and influence stakeholders at all levels.

Areas of Expertise

- eCommerce
- Software Architecture
- Web Application Development
- Strategic Planning & Execution
- Team Leadership & Development
- Agile Methodologies
- Digital Transformation & Innovation
- Web Performance Optimization
- API Integration
- Web Security Protocols

Technical Proficiencies

| | |
|--------------------------------------|--|
| Languages: | Python, PHP, JavaScript, TypeScript, Vue, React, Node.js |
| Frameworks: | Express, Next.js, Alpine.js, Roots Sage |
| Databases: | MongoDB, MySQL, PostgreSQL |
| DevOps & CI/CD Tools: | CircleCI, Jenkins, GitHub Actions |
| Cloud Services: | AWS (EC2, RDS, S3), Google Cloud, Cloudflare, Salesforce Marketing Cloud |
| Testing Tools: | Automated testing tools (e.g., PHPCS, Selenium) |
| Web Analytics: | Google Analytics, Tag Manager, BigQuery |
| Security: | Nginx, SSL/TLS, DevSecOps Practices |
| CMS & Version Control: | WordPress (WPVIP), WooCommerce, Headless CMS solutions, Git, GitHub, Bitbucket |
| Web Performance Optimization: | Core Web Vitals, Google Lighthouse, PageSpeed Insights |
| Project Management: | Scrum, Kanban, Sprint Planning, Agile, Confluence, Jira, Trello |
| Other Tools: | Servers & Cloud Infrastructure (AWS, Google Cloud), Content Delivery Networks (CDN), Docker, Kubernetes. |

Selected Achievements

- Spearheaded the conception, development, and successful launch of a heavily customized eCommerce experience with Woo, on Nielsen.com, enhancing user experience and driving business growth.

- Led a comprehensive web optimization strategy that raised Google Lighthouse Performance scores from 60% to 95% and Accessibility scores from 82% to 97%, dramatically reducing the frustrated users metric. Contributing to stellar Core Web Vitals.
- Elevated team performance by optimizing operations, accelerating release cycles, and boosting developer productivity, fostering a more agile and efficient workflow.
- Integrated AI translation to improve publishing efficiency, reduce budget constraints, and support international market growth, saving resources previously dedicated to annual translations.
- Directed the FIFA World Cup 2022 marketing campaign in collaboration with cross-departmental teams, earning a top three ranking and fan-favorite award at the 2023 Shorty Awards.
- Oversaw the development team's BIGWP conference presentation on rebranding achievements, consolidating 20K pages, and migrating 45 custom content blocks, showcasing major web performance and architecture advancements.

Education

Bachelor's Degree

The Art Institutes, Tampa Florida

Professional Experience

Nielsen, Tampa, Florida

2020 – 2024

Director of Web Development and Operations

Directed the architecture, infrastructure, and vendor integrations of Nielsen.com to align with the latest digital trends while enhancing digital experiences through best practices and regulatory compliance. Led a team of developers, engineers, and technologists, fostering an innovative and collaborative work environment. Collaborated with the Website Product Owner and Website Strategist to deploy user experience improvements, integrating measurement and testing tools to enhance engagement and performance. Implemented stringent testing methods and security measures to ensure website reliability, performance, and security. Monitored and assessed website performance to identify areas for enhancement and gathered stakeholder input to drive technological improvements that aligned with business objectives. Reported on engineering development priorities to the company's OKRs every quarter. Conducted research on emerging technologies and trends in the digital web space to maintain a competitive edge while managing vendor relationships and third-party integrations.

- Led data-focused marketing strategies to develop scalable, reusable custom foundations and web components, achieving over \$200K in cost savings and significantly improving web performance and visual appeal.
- Created and implemented a plan to simplify data ingestion and visualizations for dotcom's new Data Center section, reducing data retrieval time by 80% and boosting operational efficiency.
- Developed scalable, reusable web foundations that reduced operational costs while significantly enhancing performance metrics.

Nielsen, Tampa, Florida

2018 – 2020

Principal Software Architect

Oversaw the strategic planning and implementation of a comprehensive company segmentation process, facilitating the division into two separate entities while coordinating the transition of mobile applications, marketing websites, AWS stacks, and Salesforce Marketing Cloud instances. Implemented a modern CI/CD pipeline with CircleCI, PHPCS code scanning, code reviews, and GitHub repository utilization, and educated staff on its use. Coached and supported junior engineers and interns by fostering their professional growth through hands-on training, regular feedback, and collaborative projects. Secured funding and procured vendor solutions for automated testing tools to ensure visual and functional quality assurance while orchestrating end-to-end web and technical processes, strategies, and analytics. Offered guidance for strategic planning and user behavior analysis,

supported customer issues, and ensured the quarterly delivery of the product roadmap through routine site refreshes in collaboration with Digital, Product Marketing, Engineering Programs, and Content teams.

- Reduced the duration of core WordPress upgrades from four weeks to two weeks, achieving a 45% increase in sprint velocity and improving the continuous integration/continuous delivery (CI/CD) pipeline for frequent releases.
- Successfully built a world-class development team post-company division and diversification of teams between Nielsen and Nielsen IQ that enhanced operational capabilities and drove project success.
- Implemented automation tools that accelerated WordPress upgrades, optimizing CI/CD workflows and release schedules.

Nielsen, Tampa, Florida Principal Software Developer

2016 – 2018

Coordinated cross-departmental efforts to transition the corporate website to an enterprise WordPress platform with global CDN network setup. Assembled and managed a team to transition the careers website from OpenText CMS to WordPress, integrating real-time job data via REST APIs. Designed and executed a scalable Amazon Web Services (AWS) infrastructure to uphold high-traffic WordPress platforms, employing auto-scaling EC2 instances and deploying Amazon Relational Database Service (RDS) for robust database management. Recruited and oversaw a skilled development team tasked with migrating and enhancing a careers website from OpenText CMS to WordPress, ensuring seamless real-time updates.

- Transitioned the corporate website of 65K pages, on prem server, and over 100 consultant-built components to an enterprise-level WordPress solution, significantly enhancing performance and user experience.
- Developed a comprehensive migration plan that facilitated effective collaboration among teams from three companies, enhancing project coordination and execution.
- Delivered a globally recognized website that served as an inspirational reference for the Gutenberg team and supported the WPVIP sales team's efforts.
- Streamlined platform architecture by aligning cross-departmental collaboration, supporting global accessibility and site performance.

Nielsen, Tampa, Florida Senior Software Developer

2013 – 2016

Designed, developed, and maintained scalable software solutions, ensuring alignment with business goals and technical requirements. Implemented robust coding practices and adhered to industry standards to enhance software quality and performance. Oversaw full software development lifecycle, including requirements gathering, design, development, testing, and deployment of applications. Participated in code reviews and provided constructive feedback to maintain high-quality code and facilitate team growth. Collaborated with product managers and stakeholders to define project scope, deliverables, and timelines.

- Created an internal HR tool ensuring secure storage of personally identifiable (PII) data, overseeing quarterly rotations, and orchestrating performance reviews for up-and-coming leaders.
- Played a key role in crafting and enhancing the UI/UX design for various iOS mobile applications, notably Nielsen TOPTEN.

Additional Experience

Software Developer, Nielsen, Tampa Florida

Software Developer and Designer, SOE Software, Tampa Florida

Professional Development

Business Strategy

McKinsey & Company

Architecting on AWS – Accelerator

ProQuest

ITIL Foundation

TechSherpas 365

CompTIA A+

The Computing Technology Industry Association (CompTIA)

Public Speaking

- Recognized as an industry expert, speaking on GenAI at the techEXECforum in Tampa Bay.
- Guided and prepared the development team to present at the BIGWP conference, showcasing rebranding and re-architecting efforts.

Volunteering

- Carrollwood Day School (STEM)
Led multiple interactive sessions and workshops for students, focusing on innovative programming techniques and fostering a problem-solving mindset. Developed custom materials and hands-on activities to inspire creativity and introduce students to real-world applications of coding.
- JA BizTown
Acted as a guide in helping students apply concepts hands-on, reinforcing their understanding of financial literacy and career paths through practical, interactive experiences in a child-sized town simulation.
- Habitat for Humanity
Volunteered in numerous projects focused on constructing safe, sustainable homes, contributing to various labor-intensive tasks.