Francis San Juan

A seasoned full-stack engineer with a front-end specialty having 10+ years of experience delivering complex UIs using React, TypeScript, and Ruby on Rails. Always in development.

Relevant Experience

Jan 2020 - Feb 2025

Software Engineer II · Instacart (Ads)

- Scoped, reviewed and developed various features on both the frontend and backend for the Instacart Ads Campaign Management platform including:
 - Migrating the manually-coded TypeScript Ads API client to using an autogenerated client using apipie-rails and OpenAPI generator, enabling type-safe and developer-friendly integration between the React frontend and backend APIs.
 - Leading a team of engineers to build a campaign and ad group duplication feature, leveraging the amoeba gem for model cloning and Sidekiq for job processing.

 Translated Figma designs for this feature into React components building upon the company's internal component library and applying its style guide.
 - Implementing an image cropping UI in TypeScript for uploaded display ad creative assets to speed up advertisers' ad creation flow allowing them to refine their images in the ad creation flow—eliminating the need for their design team's intervention.
- Scoped and developed the frontend and backend for promo code promotions, integrating Ads Manager with another team's service with communication via Protobuf using Golang and Ruby on Rails for backend logic.
- Jan Jun 2023

Software Engineer II · Instacart ("Ground Truth" Data Quality Initiative)

- Developed extractor and ingestion jobs in Python to fetch Mode report metadata from the Mode API and an internal Discovery Database, integrating this data into an Amundsen instance to improve discoverability of dashboards and reports.
- Built an Amundsen databuilder ETL job to evaluate and store the quality assessment of metadata for resources like Snowflake and Postgres tables and views to further assist users across the company with identifying the best resources for their queries.
- Jun 2018 Jun 2020

Software Engineer · Instacart (Enterprise)

- Developed features for the Enterprise team's custom WordPress plugin which allowed the embedding of cart components (item display, add-to-cart button) directly within content like blog posts making them transactable and seamlessly integrated within the Unata white-label e-commerce platform and styling these React components to match each partner's theme colours and branding.
- Developed updates to Cordova-based applications for each partner, so that site components like navigation bars and sidebars worked seamlessly across the desktop, mobile web and mobile app experiences.
- Created a bash script to automate the migration of partner WordPress sites from UAT to Production, identifying key asset files (e.g., images, plugins) for transfer and reducing manual deployment time.
- Dec 2014 Apr 2018

Software Engineer · Flipp (Flyer Admin Team)

- ¹ Associate Software Engineer
- Developed features for the Flyer Administration system, including:
 - Building a JavaScript UI for selecting thumbnail dimensions and triggering ImageMagick-powered image generation.
 - Writing Ruby parsers for ingesting partner product feed CSV files and partner e-commerce sites for product and pricing data.
 - Building a REST API in Express.js for retrieving product data from AWS CloudSearch and exposed this for other systems to query.
- Built event-driven microservices using Ruby on Rails and Node.js on Flipp's Docker-based AWS ECS platform with services communicating via Confluent Kafka and Avro-encoded messages.
- Mentored co-op students and new hires through regular 1:1s, applying Situational Leadership II coaching techniques.
- Mar 2010 Nov 2018

Web Developer · Beyond the Click (Digital Media Team)

- Designed responsive site layouts and mockups using Adobe Illustrator and Photoshop and translated these layered assets into responsive websites using Twitter Bootstrap, HTML5, and created LESS/SASS stylesheets compiled to CSS using Grunt.js.
- Coded email blast templates compatible across web, mobile, and desktop clients.
- Built web apps using Codelgniter, Drupal, Ruby on Rails, and Angular.js.
- Developed custom Drupal modules and backend logic for client promotional and contest sites (e.g., PIN/UPC validation, eligibility checks, launch automation).
- Set up multi-environment LAMP/LEMP stacks on DigitalOcean based on project needs.
- Converted 40kb Flash banner ads from US to Canadian formats for localization and built interactive promotional Flash games using Adobe Flash and ActionScript 3.

- francis.sanjuan@gmail.com
- github.com/ftsanjuan
- ftsanjuan.com

Proficiencies

Languages

JavaScript, TypeScript, HTML5, CSS, SASS, LESS, Ruby, Go, PHP, Python, SQL, Bash Shell

Frameworks & Libraries

React, Tailwind CSS, Next.js, Jest, Cypress, Emotion, Storybook, Ruby on Rails, Express.js, Node.js

Platforms & Services

GitHub, Figma, Vercel, Sanity, Cloudflare, Buildkite, AWS (S3, EC2, CloudFront), WordPress, Mode, Snowflake, Sentry, Datadog, Opsgenie

Applications

Visual Studio Code, Cursor, Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Sketch

Databases & Other Tools

MySQL, Postgres, Docker, Copilot, Protobuf

Projects

ftsanjuan.com (v2)

Personal portfolio site built on Next.js using Sanity (headless CMS) for content and hosted on Vercel

Living Hope Toronto (v1, archived)

A responsive church site built using Twitter Bootstrap with audio streaming of MP3 files hosted on S3.

See ftsanjuan.com for more projects

Education & Certifications

Web Design, Development and Maintenance Certificate (2010)
Humber College, Toronto

Bachelor of Theology (2004-2008)
Toronto Baptist Seminary

TESL Certificate (2008)
International House Toronto

Hobbies & Interests

Coffee & brewing methods
Gunpla (Gundam model building)
Karaoke
Acoustic Guitar