

Keith Mazanec

Software Engineering Leader

keith@mazanec.email • 440-781-0822 • Chicago, IL

keithmazanec.com • linkedin.com/in/kmazanec • github.com/kmazanec

Software engineering leader with over a decade of experience in e-commerce, publishing, and digital transformation. Expert in building high-performing engineering teams and modernizing technology platforms. Experienced in cloud architecture, scalable API development, streaming data, and personalization. Proven track record of driving business growth through AI workflow automation, SEO and marketing funnel optimization, and technical innovation while building and mentoring successful engineering organizations.

Professional Experience

Founder & Lead Developer

2025 - Present

Dev Forward

- Founded development studio focused on AI-powered solutions and human-centered design
- Building innovative products that combine artificial intelligence with intuitive user experiences
- Providing technical strategy, software development, and AI integration services
- Developing custom solutions for businesses looking to leverage AI in their products
- Creating educational resources and training programs for AI development

Director of Software Engineering

2021 - 2025

Brad's Deals

- Led modernization initiative to transition from legacy home-grown systems to MACH architecture (Microservices, API-first, Cloud-native, Headless)
- Implemented AI-enhanced automated publishing workflows to improve content team efficiency
- Scaled engineering organization, building diverse teams across frontend, backend, mobile, DevOps, and QA
- Established career development paths and provided mentorship for engineers at all levels
- Built QA function from ground up, implementing both in-house and crowd-sourced testing strategies
- Collaborated with leadership team on product strategy and represented company at industry events
- Optimized infrastructure costs, reducing AWS spend by 30% while improving performance
- Established privacy, security, and compliance standards across the technology stack

Senior Engineering Manager

2019 - 2021

Brad's Deals

- Led teams of backend and frontend engineers in developing core platform features
- Built B2B marketplace platform and integrated Customer Data Platform (CDP) across web stack
- Modernized infrastructure with Docker-based development and ECS cloud deployment
- Implemented automated email QA workflow with marketing platform integrations
- Enhanced site performance through CDN migration, improving speed and reducing bandwidth costs
- Established incident response protocols and developed internal tooling documentation
- Integrated A/B testing platform to support data-driven product decisions
- Supported internship program and mentored junior engineers

Engineering Manager

2016 - 2019

Brad's Deals

- Led backend engineering team and developed features using Ruby on Rails, Go, and React
- Designed and implemented event-driven system for content alerts

- Successfully migrated database from MySQL to PostgreSQL
- Built CMS tooling and API backend to support product initiatives
- Orchestrated email service provider migration with cross-stack integrations
- Hosted educational events for non-profits and underserved communities

Software Engineer

Brad's Deals

2013 - 2016

Customer Relationship Manager

Nordstrom

2012 - 2013

Department Manager

Nordstrom

2011 - 2012

Personal Stylist

Nordstrom

2009 - 2011

Technology Specialist

OfficeMax

2003 - 2009

Education

Dev Bootcamp

Web Development

2013

Vanderbilt University

Computer Science Studies

2004 - 2006

Technical Skills

Languages & Frameworks

Ruby on Rails

Go

Rust

HTML/CSS

JavaScript/TypeScript

Vue/React

Nuxt.js

Data & Architecture

Microservices

Event-Driven

API Design

PostgreSQL/MySQL

Redis

Snowflake

Cloud & Infrastructure

AWS

Docker/ECS

Terraform

CDN/Caching

Incident Response

SNS/SQS/Kinesis

WAF

Leadership & Security

Team Building

Technical Strategy

Mentorship

Privacy/Compliance

API Security

OAuth/JWT