William (Will) Weaver

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SUMMARY

Senior software engineer with nearly 20 years of experience, almost 12 of them at Cruise Critic (a Tripadvisor company), a site with 5.6M+ monthly visitors and 2M+ members. Owned the systems behind a major share of the site's revenue for a decade: meta-search pricing that ingested millions of prices a day from 50+ partner feeds, click and revenue attribution, CPC billing and remarketing feeds. Shipped across every generation of its stack — the PHP platform, serverless GraphQL on AWS Lambda, the Next.js site and the Convex admin app — on an engineering team of up to 20, and was the engineer teammates turned to with questions. Strongest in cruise search and pricing (including Find a Cruise, the company's largest revenue source) and in moving legacy systems onto modern stacks, using AI coding agents (Claude Code) daily since 2025.

SKILLS

- **Languages:** TypeScript, JavaScript, PHP, Python, SQL, Perl
- **Frameworks and data:** React, Next.js, Node.js, NestJS, GraphQL (Apollo Federation), REST APIs, Auth0, Shopify Hydrogen, Tailwind CSS, Prisma, Convex, Inngest, MySQL, PostgreSQL, Elasticsearch and OpenSearch, Redis, RabbitMQ, Flask
- **Cloud, DevOps and testing:** AWS (Lambda, S3, SES, SNS, Cognito), Serverless Framework and SST, Terraform, CloudFormation, Docker, GitHub Actions CI/CD, Vercel, Datadog, Jest, Vitest, Playwright, Checkly
- **Analytics and experimentation:** Google Tag Manager, Adobe Analytics, Segment, Braze, A/B testing

EXPERIENCE

Prussian Motors — Freelance Software Engineer (part-time)

Jun 2026 – Oct 2026

- Planned and delivered a four-month migration of prussianmotors.com from BigCommerce to a Shopify Hydrogen storefront (React Router, TypeScript, Oxygen), with preview deploys for every pull request.
- Updated the company's internal admin (Next.js, NestJS, Prisma) to run the business on Shopify: inventory-driven product listings, eBay listings and markdowns, and an activity log of every job.
- Planned and ran the cutover: imported BigCommerce order history, redirected old URLs to protect search rankings, and set up carrier-calculated shipping and local pickup.

Cruise Critic (The Independent Traveler, Inc., a Tripadvisor company)

Ewing, NJ · Senior Software Engineer (2018 – 2026) · Software Engineer II (2016 – 2018) · Software Engineer (2014 – 2016)

Platform, search and the Bridge admin app · 2024 – 2026

- Led the rewrite of Find a Cruise, Cruise Critic's largest revenue source, on React Server Components, with structured data, indexing rules and revenue tracking, and ran its 2025 rollout.
- Designed and built Price Alerts end to end and launched it in the US, UK and Australia in September 2026: 3,200+ alerts from 2,300+ people and 900+ new email subscribers in seven weeks.
- Developed much of Bridge, the internal admin app on Convex — SEO Templates, Port Management, sponsored-deal tools — and moved the remarketing feeds for Google, Bing, Facebook, Taboola and TikTok onto Inngest and Convex with monitoring and alerting.
- Led the Next.js App Router migration, including the auth endpoints, upgraded the site to Next.js 15 and Auth0's Next.js SDK v4, and ran A/B tests on the Vercel Flags SDK, including a 4-way /cruiseto redesign test.
- Upgraded the main PHP platform from PHP 7.x to 8.5, brought AWS and Route53 DNS under audited Terraform with least-privilege deploy roles, and retired production Jenkins.

- Consolidated the federated graph on WunderGraph Cosmo and retired six legacy subgraphs.
- Used AI coding agents (Claude Code) daily from 2025 and co-wrote the guardrails that keep them out of production.

Next.js site, partners and analytics · 2020 – 2023

- Joined the Next.js rebuild in 2020 and cut Find a Cruise to a single API call with full-page caching.
- Designed and owned core subgraphs of the federated GraphQL platform (Apollo Federation on AWS Lambda) and ran its AWS footprint: Lambda, API Gateway, S3, SES, SNS, Cognito, OpenSearch, EC2/ECS and SSM, via Serverless Framework and SST.
- Redesigned site tracking as an event pipeline feeding GTM, the Meta pixel and Conversions API, Adobe Analytics, Segment and Braze.
- Developed the Partner Portal Deals backend (database, JWT-authenticated GraphQL, click tracking, partner reports) and created the advertiser self-service sponsored email tool.
- Moved email from ExactTarget to Braze in 2023, building IMS, the identity and subscription service on WunderGraph and OpenSearch, and migrating users from ExactTarget, SSO and Auth0.
- Led the monorepo's move to pnpm, Node 18 and stricter linting.

PHP platform, pricing and tracking · 2014 – 2019

- Architected and ran the meta-search pricing pipeline (2016–2026), a major source of revenue: 50+ partner feeds ingesting millions of prices a day, with parsers running as often as hourly and processing only what had changed.
- Owned TPixel, the click and conversion tracking pixel, and the reporting behind partner and meta-search revenue, and designed the CPC billing logic (daily weighted CPC, vendor budgets with front-loading and daily caps).
- Shipped the first Price Drop alerts (2016) and designed the HipShip API (2017), moving it onto Elasticsearch in 2018 with faceted deal search to power Find a Cruise.

Pet360 — Software Engineer

Mar 2014 – Dec 2014

- Wrote the NetSuite-to-warehouse EDI integration, which processed over 1,000 orders a day and alerted the right people when something went wrong.

AWeber Communications — Software Engineer

Mar 2008 – Jan 2014

- Started on PHP scripts and the CakePHP front end, then worked on the Perl backend, including the main email-sending service, which sent millions of emails a day.
- Spent the last four to five years in Python: RESTful APIs, event-driven services, a parser that checked thousands of RSS and Atom feeds 100 times a day, and an SQLAlchemy ORM used by dozens of applications.
- Delivered PayPal billing integrations and an image hosting service on RabbitMQ, MongoDB and S3.

eNet Advertising — Software Engineer

West Chester, PA · Jan 2007 – Mar 2008

- Built a full-stack PHP and MySQL site on Apache that served thousands of domains.

EDUCATION

M.S. (2007) and B.S. (2004), Computer Science — West Chester University of Pennsylvania