

Alvin Balmeo

Engineering Manager, Platform

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SUMMARY

Hands-on engineering manager with 7+ years of experience, promoted four times in five years at The Black Tux. Re-platformed the business onto Shopify Plus while the team shrank from 22 to 7.

EXPERIENCE

The Black Tux · Formalwear rental and retail · Aug 2021 – Present

Manager, Engineering Platform · Apr 2026 – Present

- Own the web roadmap end to end: prioritization, project planning and stakeholder alignment with the CTO, Merchandising, Marketing and Customer Care, while staying hands-on in the code.
- Manage a team of 3 engineers: set the hiring bar, run weekly 1:1s and quarterly reviews, and grew each engineer's scope; a new hire owned the critical-path rewrite within 90 days, and the team kept shipping through my 12-day absence.
- Unblocked engineers with AI: built Claude skills that run QA and review PRs against both technical and business rules, and architected an AI helpdesk that triages and auto-resolves recurring issues with human review.
- Built a lightweight A/B test inside the Shopify theme because off-the-shelf tools couldn't track the custom logic in our rental flow or its multi-week conversions, with no backend or new vendor; caught a false "winner" before it drove a wrong product decision.

Lead Software Engineer · Apr 2024 – Mar 2026

- Led the migration from a custom-built Django/React commerce platform to Shopify Plus, rebuilding the storefront, rental checkout flows and customer data on Shopify-native features; launched in March 2025.
- Architected Shopify Functions for bundling, discounts and checkout validation, encoding rental business rules natively in checkout.
- Cut the storefront over to a new AWS hosted backend in 4 days with one-click rollback and no recorded outage; closed legacy AWS accounts to cut four-figure monthly spend.
- Launched Pay for Participant group checkout, driving six-figure sales within weeks at an above-average order value.
- Led the customer account redesign from requirements to production in ~2 weeks, adding self-serve exchanges, Rent-to-Keep and rental extensions; recognized by Customer Care leadership.
- Led the UPS-to-FedEx carrier switch with Operations and Customer Care, from kickoff to go-live in ~6 weeks.
- Shipped self-service Customer Care tools in Shopify admin in one week, so agents resolve outfit changes without engineering escalations.

Senior Software Engineer · Mar 2023 – Apr 2024

- Led the move of onboarding and product data onto a new Next.js and Shopify stack, giving Merchandising self-serve control of the catalog.
- Recovered several thousand dollars in missed late fees after a silent billing outage, rebuilding a month of charges with Finance and Customer Care sign-off and adding safeguards against wrongful customer charges.
- Partnered with Marketing on technical SEO: product schema and a 99.7% cut in layout shift (0.322 to 0.001) on collection pages.
- Led the AfterShip-to-EasyPost tracking migration with Operations in 5 weeks, saving ~\$25K in vendor costs.

Software Engineer II → III · Aug 2021 – Mar 2023

- Tech-led self-service address updates targeting 10K+ tickets and ~2,500 Customer Care hours a year
- Built the product filtering behind collection pages and Guided Looks, letting customers narrow suits and tuxes by category and color.
- Automated order item removal and order cancellations, deflecting Customer Care tickets
- Migrated the payments, product and sizing services onto new Kubernetes (EKS) infrastructure and moved scheduled jobs to Argo.

GetStyled · Contract, Shopify Integration Engineer · Jan 2026 – Jun 2026

- Integrated an AI styling assistant into a live boutique's Shopify store: chat widget, product-page "Style It" button and save-to-closet.
- Took it from invite-only beta to general availability and sped up widget loading, with zero disruption to the live store.

Avanade · Senior Analyst, Full Stack Developer · Dec 2019 – Aug 2021

- Built real-time WebSocket updates and sped up C#/.NET APIs with caching and SQL Server query-plan fixes.

Kitu Systems · Software Engineer · Apr 2019 – Dec 2019

- Shipped React/Redux and Node.js features and raised test coverage above 90%.

SKILLS

Leadership: 1:1s and performance reviews, hiring and interviewing, roadmap and epic planning, technical design docs, vendor management, incident response

Languages and frameworks: Python, TypeScript/JavaScript, SQL, Django, React, Next.js, Node.js, GraphQL

Commerce: Shopify Plus, Shopify Functions, Checkout UI Extensions, Liquid, Storefront and Admin APIs

Cloud and data: AWS (EKS, S3, CloudFront, RDS), Kubernetes, GitHub Actions, PostgreSQL, Redis, Snowflake

AI and quality: Claude Code, Anthropic API, LLM agents with human-in-the-loop review, Playwright, A/B testing (Amplitude, Intelligems)

EDUCATION

University of California, Berkeley · B.A. Integrative Biology

University of California, San Diego · Certificate, Full Stack Web Development