

# Nicola Baldi

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## SUMMARY

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Manager, Speaker, hands-on Architect driving the vision and the technology strategy of companies to make them more effective. Open-minded, critical thinker and relentless learner never afraid of getting out of the comfort zone. Software craftsmanship, Open Source and DevOps advocate. Performance-addicted, passionate about languages and distributed/highly scalable architectures.

## TECHNICAL SKILLS

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**Languages:** JavaScript, Typescript, C#, C, OCaml, Go, Swift, Kotlin

**Tools:** Git, Bash, Powershell, Docker, Kubernetes, Terraform, L<sup>A</sup>T<sub>E</sub>X

**Databases:** Microsoft SQL Server, Cassandra, DynamoDB, MongoDB, Redis

**Methodologies:** Agile Methodologies (mainly XP), CI and CD, TDD, IaaS

## EXPERIENCE

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### Senior Software Architect and Developer

Nov 2016 - Present

*YOOX NET-A-PORTER Group*

The world's leading online luxury fashion retailer, with 4 multi-brand online stores and 40 online flagship stores, YOOX NET-A-PORTER GROUP has around 500 developers out of 5000 employees, offices and operations in the USA, Europe, Japan, China and Hong Kong and delivers to more than 180 countries and 3 million customers around the world.

- Mentored the yoox.com area towards the adoption of a cloud-native approach.
- Led the migration of yoox.com application ecosystem from on-premises to hybrid cloud to public cloud (AWS).
- Drove the adoption of containers with Docker and Kubernetes moving from VMs to AWS ECS and AWS EKS resulting in a significant reduction in time to market.
- Led the design and the implementation of fully automated “on demand” environments by defining the software and infrastructure development life cycles, detailing workflow, tools and practices: sizing, usage, provisioning, configuration management, versioning, testing, development, deployment, release management.
- Defined the strategy for observability: access/error/audit logging, monitoring, alerting and distributed tracing.
- Held training sessions and created internal communities.

**Key technologies:** Go, Typescript, Terraform, Docker, K8S, Jaeger, Prometheus, React/Redux, C#, GraphQL

### Head of Back-end Platform Architecture

Feb 2014 - November 2016

*YOOX Group*

YOOX Group, a global Internet retailing partner for leading fashion design brands. YOOX has established itself amongst the market leaders with the multi-brand stores yoox.com, thecorner.com and shoescribe.com, as well as with numerous mono-brand online stores such as Diesel, Armani, Bottega Veneta and Dolce Gabbana.

- Provided guidance to the fulfillment department along the journey for the shift to the omni-channel capabilities.
- Defined group-wide and multi-tenant API implementation guidelines to improve platform stability, maintainability and make its evolution easier (ReST architectural style with particular emphasis on HATEOAS and in complementarity with GraphQL for a safer service-to-service communication).
- Complete rewrite of the Order Management System to adopt an event-driven architecture guaranteeing a seamless integration with the new Warehouse Management System and London based Net-A-Porter logistic hubs.

- Increased conversion rate with a minimum cost impact by means of AWS Lambda serverless solutions.
- Overhauled the catalog generation process reducing processing time by 50%.
- Defined the engineering department interview assessment criteria and tests in collaboration with the people team.

**Key technologies:** RabbitMQ, Docker, Apache Solr, SQL Server, MongoDB, AWS DynamoDB, AWS Lambda

**Software Developers Manager** Jun 2013 - Feb 2014  
*YOOX Group*

**Software Developer** Jan 2011 - May 2013  
*LUISAVIAROMA*

**Software Developer** May 2007 - Jan 2011  
*ATObesign s.r.l.*

## EDUCATION

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BD, Faculty of Computer Science (Università di Pisa) ongoing

ITIS E. Fermi Lucca