

MARIA VALLEY

Software Engineering Manager | UX + SaaS + ServiceNow

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Professional Summary

Engineering leader with 12+ years of experience building and scaling high-performing teams to deliver innovative, user-centric digital products. Passionate about mentorship, Agile transformation, and cross-functional collaboration, I align technical strategy with business growth and operational excellence.

Expertise in cloud-based SaaS, full-stack development, ServiceNow engineering, ITSM best practices, and accessibility-first design. Skilled at bridging engineering, UX, and business strategy to create scalable, secure, and SEO-optimized solutions that drive engagement and visibility.

A data-driven leader who fosters innovation, optimizes performance, and empowers teams to build high-impact, resilient digital products.

Recent Accomplishments

- Led over 50 successful deployments for Best Buy's ServiceNow career portal, establishing ITSM best practices and reducing deployment errors by 40%.
 - Increased site traffic by 32% by refining UX workflows, SEO enhancements, and accessibility improvements.
 - Implemented automated regression testing (Sauce Labs, Selenium, Git), reducing post-release defects and improving deployment stability.
 - Redesigned and developed Best Buy's corporate blog, leading UX strategy, custom WordPress development, and SEO integration, driving higher engagement.
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Skills & Core Competencies

- **Engineering Leadership & Team Development** – Hiring, mentoring, and leading high-performing engineering teams
 - **Agile & Engineering Process Optimization** – Leading Agile and Scrum methodologies, and improving development workflows
 - **Technical Roadmaps & Execution** – Defining engineering strategies aligned with business objectives
 - **Cross-Functional Collaboration & Stakeholder Management** – Partnering with Product, UX, and Business teams to drive innovation
 - **Cloud-Based SaaS & Scalable Architecture** – Expertise in ServiceNow, AWS, and WordPress cloud platforms
 - **API Development & System Integrations** – Building and optimizing RESTful APIs and third-party integrations
 - **IT Service Management (ITSM) & Security Compliance** – ServiceNow expertise, security audits, and deployment best practices
 - **Test Automation & Version Control** – Implementing Selenium, Sauce Labs, and Git for testing and release management
 - **SEO, Accessibility & Web Optimization** – Driving SEO growth, WCAG 2.1 compliance, and structured data improvements
 - **Full-Stack Development** – Proficient in JavaScript, Angular, PHP, Node.js, MySQL, Docker, HTML/CSS
 - **Performance & Site Reliability** – Optimizing page load speed, CDN caching, and infrastructure resilience
 - **Data Analytics & Insights** – Implementing Google Analytics 4 (GA4) and event tracking for data-driven decisions
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Professional Experience

Best Buy | Software Engineering Manager *Oct 2022 – Feb 2025*

- Led and mentored an engineering team, optimizing Best Buy's ServiceNow-based career portal for scalability, security, and user experience.
- Increased external job visibility by 20% through structured data enhancements, SEO optimization, and Google Search Indexing integration.
- Enhanced data-driven decision-making by integrating Google Analytics 4 (GA4), increasing organic traffic by 18% through deep user insights.
- Improved engineering efficiency, introducing standardized workflows, automated regression testing, and version-controlled updates, reducing deployment failures by 25%.
- Strengthened security & compliance, conducting security audits, mitigating XSS vulnerabilities, and enforcing rigorous validation standards.

Best Buy | Front-End Engineering Lead *Oct 2021 – Oct 2022*

- Led UX/UI strategy, leveraging structured data, SEO, and performance optimizations, resulting in a 32% increase in site traffic and engagement.
- Partnered with UX, product, and engineering teams to prioritize design decisions, improving application conversion rates by 15% through iterative UX enhancements.
- Integrated Google Tag Manager & GA4, refining event tracking and enabling data-driven optimizations that improved engagement by 20%.

Best Buy | Lead UX Engineer & WordPress Developer *Jan 2021 – Oct 2021*

- Designed and developed UI components for the Best Buy career site redesign, collaborating with Product and Engineering teams to create hi-fidelity prototypes in Figma and UX workflows in Miro, improving UX consistency, accessibility, and engagement.
- Spearheaded full redesign and development of Best Buy's corporate blog, optimizing UX, SEO, and structured content to enhance brand storytelling and user engagement.
- Improved platform scalability and discoverability by implementing optimized site architecture and structured data.

Additional Experience

HCLTech | PowerObjects | Lead Web Developer (2017 – 2020) – Led development of high-performance CMS-driven websites, ensuring SEO, accessibility, and UX best practices. Deployed cloud-hosted WordPress instances on AWS EC2 & Backblaze, optimizing performance and security.

HCLTech | PowerObjects | Front-End Developer (2015 – 2017) – Developed responsive web applications, improving SEO, accessibility, and performance. Configured CDN and caching solutions to enhance site speed and scalability.

Freelance | UX/UI Consultant & Developer (2013 – 2020) – Built and optimized CMS-driven websites, integrating web analytics, SEO, and A/B testing to improve engagement and conversion rates.

Education

Arizona State University – *Bachelor of Applied Science in Internet & Web Development (May 2013)*

Northeast Wisconsin Technical College – *Associate of Applied Science in Digital Media Technology (May 2010)*

Certifications & Training

- Certified ScrumMaster® (CSM) – *Scrum Alliance, Issued March 2025*
 - ServiceNow Certified System Administrator (CSA) – *Certificate Eligible 2024*
 - BrassRing Certified – *Infinite Computer Solutions*
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