

Guy Wesley Orazem

📍 Salt Lake City, Utah, United States ✉ gorazem@outlook.com ☎ 8018565409 🌐 in/guy-orazem 🌙 midnightchems.io

EXPERIENCE

Software Engineer (Full Stack)

Wine Racks America

June 2023 – Present, North Salt Lake, Utah

- **Developed and launched a new e-commerce platform**, improving UX and development workflows and driving a **36% YoY increase in sales**.
- **Built custom Shopify apps and internal tooling**, including a product image auditing system to identify missing/inconsistent media at scale, improving catalog quality and reducing manual QA effort.
- **Prototyped interactive 3D product experiences using Three.js**, including a room configurator and early-stage Shopify 3D viewer, exploring enhanced product visualization and engagement.
- **Integrated Salesforce across the organization**, increasing lead quality and improving close rate by **15%**, while reducing order processing time.
- **Designed and implemented a Salesforce–Acumatica integration**, enabling real-time customer data synchronization via REST APIs and eliminating redundant data entry.
- **Built event-driven backend automation systems using webhooks and API integrations**, enabling real-time CRM–ERP synchronization and automated communication workflows across sales and manufacturing processes.
- **Developed and maintained custom APIs and third-party integrations** (payments, shipping, CRM, ERP), improving data flow, marketing attribution, and sales conversion efficiency.
- **Optimized frontend performance** through lazy loading, asset compression, and code splitting, reducing load times by **30%** and improving SEO and engagement metrics.
- **Customized and extended Acumatica ERP workflows**, increasing order processing speed by **20%** and improving inventory accuracy across sales, inventory, and fulfillment systems.
- **Implemented analytics infrastructure (GA4, GTM)** to track user behavior and optimize conversion funnels through data-driven insights.
- **Designed and deployed Power BI dashboards** integrating UTM-tagged leads with ERP sales data, enabling accurate ROI attribution and replacing manual reporting workflows.
- **Served as SME for Salesforce and e-commerce systems**, guiding internal teams on system usage, architecture decisions, and process improvements.

Web Developer

Aramsco

May 2021 – June 2023, Murray, Utah

- **Maintenance and management** of multiple e-commerce sites, serving as the sole internal developer for these platforms.
- **Created detailed resource guide**, served as record of authority for future developers and colleagues to reference SOP and guidelines for future initiatives.
- **Developed custom plugins and modules** for the e-commerce sites, enhancing functionality and meeting specific business requirements.
- **Led Customer feedback initiative** to incorporate meaningful customer feedback and developing a more user friendly platform.
- **Implemented a custom API** to synchronize products and orders between e-commerce platforms and a custom ERP, eliminating the manual process of product and order entry, which streamlined inventory management, reduced errors, and significantly sped up order processing.
- **Developed a web app** enabling offline functionality for B2B customers in the disaster cleanup industry, ensuring continued access to critical tools and data in the field, improving operational efficiency and user experience even in areas with limited connectivity.

EDUCATION

Bachelors of Computer Science

Western Governors University • Salt Lake City • 2027

• Currently Enrolled

Associate of Computer Science

Salt Lake Community College • Salt Lake • 2022 • 3.6

PROJECTS

LoreTogether — Multiplayer Choose-Your-Own-Adventure Game on Reddit

Reddit • www.reddit.com/r/loretogether_dev/ • October 2025 – November 2025

- Built a community-driven, interactive narrative engine using React, TypeScript, and Reddit's Devvit platform.
- Integrated dynamic multi-step forms enabling users to create their own branching stories with personal choices and end-of-story polls.
- Designed UGC story publishing via custom Reddit posts with serialized story data stored in `postData` and Redis for persistence.
- Leveraged Kiro AI IDE to refactor core features, migrate data handling, and optimize workflow speed during development.
- Built for the Reddit & Kiro Community Games Challenge hackathon with a focus on multiplayer engagement and community storytelling.

DeckWizard — Magic: The Gathering Deck Organizer

Solo • github.com/MidnightChems/DeckWizard • June 2025 – June 2025

- Full-stack web app built and deployed as a solo developer
- Backend development with **Python**, **Flask**, and **SQLAlchemy ORM** for robust API and database management
- Database design and administration using **PostgreSQL** on DigitalOcean with secure VPC setup
- Implemented OCR-based card detection using **pytesseract** for automated cataloging
- Frontend built with **HTML**, **CSS**, and **JavaScript** for responsive and intuitive user experience
- Production deployment on **DigitalOcean** VPS using **Gunicorn**, **Nginx** reverse proxy, and **systemd** services
- Configured **Let's Encrypt** SSL certificates for HTTPS security and user data protection
- Ensured security best practices including **SQL injection prevention** and secure environment variable management
- Version control and CI workflow with **Git** and GitHub

Project Exodus: Seamless Salesforce Account to Acumatica Customer Sync

Wine Racks America • December 2024 – February 2025

- Built a production-grade real-time sync between Salesforce and Acumatica to unify customer data and reduce manual entry.
- Added a one-click sync button on Account records to trigger bi-directional customer data synchronization.
- Implemented email-based lookup to match or create customers in Acumatica.
- Automated OAuth 2.0 ROPC token refresh lifecycle for seamless authentication.
- Utilized Queueable Apex for async callouts to avoid governor limits and improve reliability.
- Enabled dynamic endpoint and credential configuration using Salesforce Custom Settings.
- Added detailed error logging directly on Account records for transparency and troubleshooting.

Company of Heroes 3:- Restored Content: Complete Bundle Mod

steamcommunity.com/sharedfiles/filedetails/?id=2943384117 • March 2023 – March 2023

- Over 20k total downloads, 8k active users.
- Developed the "Restored Content: Complete Bundle" mod for *Company of Heroes 3*, restoring missing units across multiple factions.
- Reintroduced specialized infantry, tanks, and support squads, enhancing the game's strategic depth and historical accuracy.
- Focused on community-driven content, with ongoing updates and expansions for improved player experience.
- Ensured compatibility with the game's updates, providing a seamless integration with the latest versions.

SKILLS

- Languages & Databases:** Java, Apex, Python, JavaScript, TypeScript, C#, .NET, C++, SQL, PostgreSQL, MSSQL
- Frameworks & Libraries:** Spring Boot, Flask, Streamlit, Node.js, Express.js, Next.js, Pandas, NumPy
- APIs & Data:** RESTful API Development, JSON, JWT, OAuth2, Webhooks
- DevOps & Tools:** Git, CI/CD (Github Actions), Linux, Microsoft Server
- Platforms & Integrations:** Salesforce, Acumatica, Shopify (Liquid), ERP/CRM Integration, E-commerce Platforms, Google Analytics, Google Ads
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