

MARK ROSENTHAL

STAFF QA ENGINEER | AUTOMATION ARCHITECT | SHIFT-LEFT STRATEGIST | PROMPT EXPERT

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SUMMARY

Senior QA and Automation Engineer with 9+ years of experience building automation systems. As the automation engineer for my department, I helped build the CI/CD pipelines, and created the standards that scaled quality. I specialize in mentoring developers and QA, driving org-wide adoption of Shifting Left. I leverage AI daily as a force multiplier to architect, validate, and optimize test solutions at a speed traditional workflows can't match. I am a systems-level thinker focused on data-driven outcomes.. cutting flake, creating bulletproof test suites, accelerating delivery, and improving reliability. I thrive in high-speed, always on environments where a "driver mentality" and adaptability are key.

SKILLS

CORE AUTOMATION STACK

Cypress, Playwright, Selenium, Appium, Jest, Mocha, Supertest

AUTOMATION CONTEXT

JavaScript/TypeScript (Primary via Cypress/Playwright) Python/Java (via Selenium)

API, CLOUD & DATA

REST, Postman, Supertest, REST Assured, GraphQL, Pact, SQL, AWS (Lambda, S3, SQS), GCP

CI/CD & DEVOPS

GitHub Actions, Jenkins, CircleCI, Docker, Kubernetes, Terraform, Git, Linux, Command Line

QA/ TEST : MANAGEMENT

Jira (Admin & Workflow Design), Confluence TestRail, X-Ray, Zephyr, Shift-Left Strategy, Test Architecture, Mentoring & Coaching, Playbook writing

KEY ACCOMPLISHMENTS

- Helped Architect and implement a k6-based load testing strategy for high-traffic live events, enabling proactive scaling decisions, passing results to stakeholders, that saved ~15-30% in infrastructure costs year-over-year.
- Cut test flakiness by 60%+ across CI pipelines by designing and implementing custom retry logic via Cypress automation.
- Drove a 14x reduction in regression cycle time (2 weeks to 1 day) by spearheading the adoption of stable data-tags across all applications and building robust Cypress test suites.
- Standardized test architecture across web, mobile, and API layers, creating reusable fixtures that reduced framework maintenance by 50%.
- Designed, built, and taught a complete Cypress automation curriculum, accelerating the onboarding and technical upskilling of internal and offshore QA engineers.
- Led all QA strategy and execution for the critical, company-wide Angular-to-React frontend migration, achieving a seamless launch. Architected a comprehensive migration test strategy, combining extensive manual regression suites (covering all core user interactions) with targeted automation builds to ensure full end-to-end coverage.
- Collaborated closely with DevOps, Data, and Backend engineering teams throughout the migration to maintain CI/CD integrity, data consistency, and system stability during the transition.
- Won 3rd place in a company-wide hackathon by solo-developing a "Cheers" tool that would let the audience of a live-stream play a "tug-o-war" type minigame that showed to users in real time
- Led the QA migration of test automation for all FloSports sites from unreliable Ghost Inspector to robust, in-code Cypress, eliminating a critical release gate bottleneck and saving an estimated 50+ engineer-hours monthly.
- Established foundational API test automation coverage (status codes, JSON payloads) and led the migration from Runscope to a more robust in-house framework (Flagpole).

PROFESSIONAL EXPERIENCE

FloSports | Automation Architect / QA Lead / Senior QA Engineer ENGINEERING LEADERSHIP & QA STRATEGY

2016 -2025
Austin, TX

- Designed and taught the complete End-to-End Feature Lifecycle (from Ticket Creation to Production Release) to PMs, Devs, and Stakeholders. Created the self-service documentation and 'Rules of Engagement' that empowered teams to manage releases independently.
- Founded and led the Shift-Left Guild for 5 years, teaching Developers and PMs how to embed QA in early-stage design, effectively building a self-sufficient quality culture.
- Founded and the org-wide QA Guild for 5+ years, mentoring QA engineers on automation, CI/CD, and test strategy to embed best practices and reduce escaped defects.
- Designed and launched "QA-SHADOW-OPS," a quarterly cross-training program to eliminate knowledge silos, build team-wide redundancy, and enforce accountability via bi-weekly showcases. This allowed QA to cross train against other teams.
- Owned and managed org-wide "Bug Bashes" for MVP features, designing the reporting process, triaging all defects (blocker to feature-request), and coordinating daily analysis with PMs and stakeholders.
- Established comprehensive manual regression suites and processes for core products, ensuring baseline quality and providing a foundation for targeted automation efforts.
- Owned end-of-sprint release validation, meticulously verifying acceptance criteria across all completed tickets before signing off on production deployments.
- Managed and debugged automation scripts within a Linux-based CI/CD environment (Jenkins/Docker), using command-line operations for troubleshooting and pipeline management.
- Developed and documented early-stage feature testing playbooks, integrating QA into the design phase to build quality in from the start.
- Led QA efforts for analytics integrity, specifically validating Segment event data accuracy across user flows to ensure reliable business intelligence.
- Oversaw rigorous testing of the critical payment funnel, including validation against Stripe and ensuring stability amidst numerous concurrent A/B experiments impacting revenue flows.

Seton Healthcare | Neighbors Emergency

2007 – 2016
Austin, TX

LAB QA COMPLIANCE & TRAUMA ER TECHNICIAN

- Excelled in the high-stakes, fast-paced environment of a Level 1 Trauma ER, triaging urgent priorities and executing critical, life-saving tasks with 100% precision under extreme pressure
- Honed a "zero-tolerance-for-error" mindset by maintaining critical QA standards for patient-facing software and lab equipment in a high-pressure, federally regulated trauma environment
- Developed and executed test protocols for hospital software systems and lab equipment, mirroring software QA lifecycle practices to ensure precision, compliance, and patient safety
- Led root-cause analysis for operational and software incidents, coordinating with cross-functional teams (nurses, lab techs, software support) to drive corrective action and process improvements.

EDUCATION

Austin Community College – Studies in Computer Science

2010 – 2015
Austin, TX

QA ENABLEMENT & PROCESS TRANSFORMATION

QUALITY ENGINEERING ENABLEMENT AT SCALE

- Designed and led a modular Cypress automation upskilling program that transitioned manual QA engineers into automation contributors through structured labs, code challenges, and a production-grade capstone project.
- Authored and standardized a company-wide Release Autonomy Framework, converting tribal knowledge into searchable SOPs that enabled PMs and engineers to independently manage releases with reduced QA bottlenecks.
- Established scalable QA enablement practices focused on repeatable automation patterns, release governance, and risk-based testing strategy.

AI-DRIVEN TOOLING & R&D | BUILDGHOST

- Founded BuildGhost as a personal R&D lab for next-generation AI-driven test automation and developer productivity tooling.
- Architecting AI-assisted systems including a DOM crawler for automatic test ID tagging and an AI-generated test suite framework to accelerate coverage at scale.
- Prototyping automation-first workflows that eliminate manual QA bottlenecks and reduce test authoring time across modern web stacks.