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Professional Summary

I am a product-focused software engineer with a passion for helping emerging and scaling businesses turn challenges into elegant, modern solutions. I specialize in working with companies at the early stages, from crafting MVPs to building scalable platforms that drive growth. My enthusiasm for front-end design and user experience drives me to create intuitive, visually compelling solutions that resonate with users and support business success.

Professional Experience

Founding Engineer
Carde.io
Austin, TX
Jul. 2022 - Present

Carde.io is revolutionizing the underserved tabletop gaming industry with a cutting-edge, unified platform. We elevate customer engagement and provide tools for Gaming Publishers and Stores by delivering impactful data-driven insights. As the Founding Engineer, I spearhead the company's technical vision and ensure it aligns with business goals. I lead R&D initiatives to drive innovation and oversee a development team of 10 members. My role includes supervising the development lifecycle, implementing best practices and new feature development, and ensuring seamless communication with customers, end-users, and stakeholders.

- Collaborated closely with customers and end-users to identify key requirements, driving the development of a tailored platform that grew to 25K MAU and scaled to 2.2K Stores and 100+ Game Systems, ensuring broad industry adoption.
- Architected, developed, and maintained core components of the Carde.io Play Platform, implementing a shared package system through Turborepo and collaborating with top industry publishers like Renegade and Ravensburger/Disney to elevate the platform into an enterprise-level SaaS solution.
- Designed and implemented key platform features, including tournament management software, a dynamic card database and deck builder, and a Unified Admin Panel for analytics and data management, directly supporting a user base of over 25,000.

Technologies Used: *Javascript, React, NextJS, Fastify, Prisma, Postgres, MongoDB, React Native, Auth0, Tailwind, MaterialUI, Vercel*

Staff Software Engineer
ZenBusiness
Austin, TX
Feb. 2020 - Sep. 2022

As a Staff Software Engineer at **ZenBusiness**, I helped scale the company from 20 to 500 employees and a $1.7B valuation. I built and led critical areas of the platform, including building the internal component library, patented product flows, built and led multiple teams focused on SEO and Marketing A/B testing. Eventually, I lead the Funnel and Checkout teams, driving efforts for ordering and purchasing products across the platform.

- Developed the internal ZenLibrary component library, integrating three different styling standards into a unified system and collaborating with designers to streamline the design process, accelerating the development of new functionalities across the platform.
- Solely developed key products like the Amendment and Annual Reports, enhancing ZenBusiness' platform service offerings and improving operational efficiency for the business.
- Established and led the Acquisition team, creating SEO-optimized landing pages that improved Lighthouse scores and increased organic traffic. Utilized Google Optimize and Wordpress CMS to run multiple A/B test campaigns and marketing campaigns weekly, enhancing user acquisition and engagement.
- Spearheaded efforts for the Funnel and Checkout teams, initially taking on the development of streamlined purchasing workflows. Subsequently, hired, onboarded, and mentored a team of engineers to drive continued growth and enhance platform scalability during the company's expansion from 20 to 500 employees.

Technologies Used: *Javascript, React, Redux, GCP, A/B Testing*

Freelance Developer
Dominic Pace
Austin, TX
Apr. 2018 - Feb. 2020

As a **Freelance Software Developer** and Fractional Engineering Lead, I have assisted startups of various sizes in transforming concepts into market-fit MVPs and developing fully-featured products reaching tens of thousands of users.

- **OnlineMedEd:** Sole front-end engineer for OnlineMedEd's Case X, a pioneering application enabling medical students to practice real-life clinical cases. Collaborated in an agile team to deliver this first-of-its-kind app, contributing to a platform used by 150K monthly active users.

    - **Technologies Used:** *React, Redux, Styled Components, Recompose*
    - **Website:** https://onlinemeded.org/spa/case-x

- **Dataclay:** Built the entire MVP of the Dataclay Queue from the ground up as the sole engineer. Made key architecture decisions and integrated closely with their pinnacle product, Templater - an Adobe After Effects plugin - to streamline dynamic data and video rendering processes. Worked alongside the founder and customers to ensure the application met all use cases, serving major clients like Disney, Netflix, and Fox.

    - **Technologies used:** *React, Redux, Node, Express, MongoDB, AWS*
    - **Website:** https://www.dataclay.com

- **Homads:** Re-architected and rebuilt the front end for Homads to better align with the UX, working closely with the design team. This overhaul enhanced user experience and increased the number of renters moving through the funnel.

    - **Technologies used:** *React, Redux, Ruby*
    - **Website:** https://www.homads.com

- **The Round:** Contributed to the MVP development of The Round, building a live, state-driven mobile application using React Native. Launched on both iOS and Android, the app connected hundreds of Austin singles through real-time dating events.

    - **Technologies used:** *React Native, React, Redux, Python, Firebase*
    - **Website:** Overview Here

Software Engineer
Welltok
Burlington, MA
Jun. 2016 - Mar. 2018

As a Software Engineer at **Welltok** I contributed to two separate projects: Caféwell Central and Coaching. Caféwell Central is an integration management SaSS application for Welltok's legacy

product, Caféwell. Coaching is an application that helps connect healthcare consumers to personal coaches and helps them maintain their health and well-being.

- Contributed to agile development teams by delivering user stories, resolving defects, and implementing enhancements, ensuring on-time feature releases. Re-styled the application using SCSS, standardizing the UI in close collaboration with UX designers to enhance user experience.
- Developed scalable and maintainable application functionalities using React 15 and 16, leveraging ES6/ES7 features to optimize both front-end and back-end performance. Managed application state with Redux and Redux-Thunk, ensuring a seamless user experience across the platform.
- Implemented GraphQL services to enhance data integration across the platform, improving data handling and reducing API complexity. Streamlined deployment pipelines by setting up and deploying application environments in AWS using Semaphore, accelerating release cycles.

Technologies Used: *Javascript, React, Redux, Ruby, GraphQL, AWS, SCSS*

Test Automation Engineer
Ipswitch
Lexington, MA
Aug. 2015 - Jun. 2016

Projects / Self Learning

Caster Society
Austin, TX
Nov. 2021 - Mar. 2023
- **Technologies Used:** *React, Redux, Styled Components, Fastify, MongoDB*
- **Website:** https://www.castersociety.com

Raid Train
Twitch Hackathon
Sep. 2019
- **Technologies Used:** *React, Redux, Node, Express*

Voyago
Austin, TX
2019

- **Technologies Used:** *React, React Native, Redux, Firebase*