

# Ace Kisch

Software Engineer / Web Developer

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## EXPERIENCE

**Purple Lotus**, San Jose, CA / Remote  
*Senior Software Engineer*

APR 2022 - PRESENT

[plpcsanjose.com](http://plpcsanjose.com) / [dev.plpcsanjose.com](https://dev.plpcsanjose.com)

- Developed and implemented a headless eCommerce platform using Next.js and Sanity CMS, with custom schema architecture, reusable content modules, and a flexible page-builder system.
- Integrated Algolia Instant Search, AWS Amplify (Cognito) user authentication, and third-party APIs including Treez, iHeartJane, and Google Maps/Places.
- Built scalable frontend architecture and optimized data pipelines for performance, SEO, and content flexibility.
- Drove web app sales growth from \$12M to \$16M within the first year, while expanding the user base to 4,000+ active customers

**Oaksterdam University**, Oakland, CA / Hybrid  
*IT Manager, Web Dev & Graphic Design*

OCT 2014 - APR 2022

- Developed and maintained the WordPress site.
- Implemented and managed the Learning Management System (LMS) eCommerce, user auth, analytics, Google Workspace email, Mailchimp marketing, VoIP, live chat, and task collaboration tools.
- Provided IT support for staff and classrooms, designed instructor resources and slide decks, produced newsletters, photography, instructional videos, and managed merchandise & inventory.

**Freelance Web Development**, Remote

2013 - PRESENT

- Web development and optimization for clients across retail, education, SaaS, health & wellness, and creative industries.

## EDUCATION

**UC Berkeley Extension**, Berkeley, CA — *Full Stack Development*

JAN 2019 - APR 2019

**SF Art Institute**, San Francisco, CA — *Photography & Design*

AUG 2011 - MAY 2013

**Art Institute of Boston**, Boston, MA — *Photography & Design*

AUG 2009 - MAY 2011

## SKILLS

### Frontend

HTML, CSS, SCSS, JavaScript, TypeScript, React.js, Next.js, Context API, Redux, Algolia InstantSearch, AWS Amplify, Swiper.js, Leaflet.js, Lottie, Tailwind

### Backend

Node.js, Express.js, PHP, MySQL, MongoDB

### APIs & Integrations

REST APIs, Swagger (OpenAPI), Google APIs, Sanity GROQ, Webhooks, Postman

### Auth & Security

AWS Cognito, Auth0, Firebase, OAuth 2.0

### CMS & eCommerce

Sanity.io, WordPress, ACF, Shopify, WooCommerce

### DevOps & Deployment

Git, GitHub, Vercel, Netlify, WPEngine, AWS (EC2, S3)

### UI/UX Design

Figma, Sketch, Adobe CC (Photoshop, Illustrator)