Gordon Lewis

Founding Engineer

San Francisco Bay Area · U.S. Remote

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EXPERIENCE

Full Stack Engineer — Rooster Grin Media, Remote (Apr 2022–Present)

- Reduced website migration timelines from 90 days to under 10 minutes by building an AI-powered content generation platform that orchestrates LLMs to produce website copy, assign images, and provision hosting — serving 750+ clients.
- Independently designed and built a full-stack CRM (Rails + React) from scratch as the sole engineer — owning stack selection, architecture, backend, frontend, and deployment end-to-end.
- Introduced AI-powered chat capabilities into the platform, integrating LLM APIs with practice data to give staff instant access to patient and appointment information through natural-language queries.
- Developed an automated web scraping system that captures existing website structure and content, feeding an AI pipeline that generates contextually accurate replacement content at scale.
- Architected a unified integration layer connecting four third-party systems into a single platform, eliminating manual data entry and ensuring consistent records across all vendor systems.
- Scaled the messaging infrastructure to deliver hundreds of millions of SMS and email communications while building international compliance features that expanded the platform's reach globally.
- Designed a 5-step migration wizard that guides users through the complete website migration workflow with drag-and-drop sitemap editing, questionnaire parsing, and real-time content generation progress tracking.
- Built a platform-wide monitoring and alerting system that detected telephony outages, messaging delivery failures, and data sync issues in real time, reducing incident response times from hours to minutes.

Software Engineer — AI & Data — Classic Parts Pro (CPP), Remote (2024–2025)

- Built an AI-powered data pipeline matching parts to 317,000+ vehicles, orchestrating a cascading strategy that tries deterministic matching first and falls back to LLM calls only when needed — reducing API costs by 60–80%.
- Designed relational schemas to support performant queries across make, model, year, and part combinations.

Software Engineer — Rooster Grin Media, Remote (Jul 2021–Apr 2022)

- Shipped features across multiple frameworks (Vue, PHP, React) while managing AWS infrastructure (S3, CloudFront, Route 53, CodePipeline) for rapid deployment.
- Supported and enhanced 750+ live websites, delivering features, fixes, and content updates under real production constraints.

Software Engineer — Advest Marketing, Remote (Jun 2020–Jul 2021)

- Designed and developed custom client websites end-to-end; contributed to an internal MERN-stack application, implementing core UI components in React.

SKILLS

- **AI & LLMs:** OpenAI API, Claude API, LLM orchestration, prompt engineering, RAG pipelines, structured output
- **Backend:** Python, FastAPI, Ruby on Rails, REST APIs, PostgreSQL, SQL
- **Frontend:** React, Next.js, TypeScript, JavaScript (ES6+), Tailwind CSS, Vue.js, HTML, CSS/Sass
- **Infrastructure:** AWS (EC2, RDS, S3, SES, SNS, CloudWatch, Lambda, CloudFront, Route 53, CodePipeline), Docker
- **Data:** Web scraping, data normalization, CSV pipelines, schema design
- **Practices:** Greenfield architecture, rapid iteration, end-to-end ownership, production debugging

EDUCATION

B.A. in Practice of Art (Digital Fabrication), University of California, Berkeley.

Certificate in User Experience Design, General Assembly.