

# 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)

- Owned development of HIPAA-compliant healthcare SaaS applications handling millions of patient records, building the backend systems powering patient communication, scheduling, and lead management across hundreds of dental practices.
- Architected a unified integration layer connecting four third-party healthcare systems into a single platform, eliminating manual data entry and ensuring consistent patient, appointment, and billing records across all vendor systems.
- Introduced AI-powered capabilities into the platform — including natural-language chat for querying patient data and an AI content generation pipeline that reduced website migration timelines from 90 days to under 10 minutes.
- Built a platform-wide monitoring and alerting system that detected data sync failures, messaging delivery issues, and telephony outages in real time, reducing incident response times from hours to minutes.
- 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 to the UK and Ireland.
- Developed an automated web scraping system that captures existing website structure and content, feeding an AI pipeline that generates contextually accurate replacement content using RAG and structured output.
- Led a multi-phase framework upgrade (Rails 5.x → 6.1) across the production platform with zero downtime and zero production incidents, modernizing the codebase while maintaining service for all active customers.
- Built the lead management backend powering a CRM used by hundreds of practices, including real-time marketing attribution tracking that helped practices identify their highest-converting lead sources.

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

- Built an AI-powered data pipeline matching parts to 317,000+ vehicles, using a cascading strategy that tries deterministic matching before falling back to AI — reducing API costs by 60–80% while maintaining match quality.
- Designed relational schemas and normalization systems to structure messy vendor data into performant, queryable formats across make, model, year, and part combinations.

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

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

### 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 & Data:** OpenAI API, Claude API, LLM integration, RAG pipelines, data labeling, structured output
- **Data Engineering:** PostgreSQL, SQL, data normalization, schema design, CSV pipelines, web scraping
- **Backend:** Python, FastAPI, Ruby on Rails, REST APIs
- **Frontend:** React, Next.js, TypeScript, JavaScript (ES6+), Tailwind CSS, HTML, CSS/Sass
- **Infrastructure:** AWS (EC2, RDS, S3, SES, SNS, CloudWatch, Lambda, CloudFront, Route 53, CodePipeline), Docker
- **Practices:** Greenfield architecture, healthcare compliance (HIPAA), production debugging, performance tuning

## EDUCATION

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

**Certificate in User Experience Design**, General Assembly.