# 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)

- Independently designed and built a full-stack CRM (Rails + React) for lead and client management — owning architecture, backend, and frontend end-to-end as the sole engineer on the project.
- Designed a real-time analytics dashboard displaying conversion rates, revenue metrics, and time-series trends, enabling managers to make data-driven decisions about marketing spend and portfolio performance.
- 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.
- Reduced website migration timelines from 90 days to under 10 minutes by building an AI-powered content generation platform that automatically produces website copy, assigns images, and provisions hosting infrastructure.
- Designed an automated communication system — event-triggered outreach, scheduling rules, and follow-up sequences — reducing manual workflow and improving engagement across hundreds of client organizations.
- Scaled the messaging infrastructure to deliver hundreds of millions of communications while building compliance features that expanded the platform's reach internationally.

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

- Built data ingestion and normalization pipelines processing vendor catalogs into structured, queryable formats — designing relational schemas to support performant queries across hundreds of thousands of records.
- Reduced AI processing costs by 60–80% by designing a cascading matching strategy that uses deterministic lookups first and falls back to AI only when needed.

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

- Shipped features across multiple frameworks (Vue, PHP, React) while managing AWS infrastructure 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 applications end-to-end; contributed to an internal full-stack application, implementing core UI components in React.

## SKILLS

- **Full Stack:** Ruby on Rails, React, TypeScript, JavaScript (ES6+), Python, FastAPI, Next.js
- **Data & Systems:** PostgreSQL, SQL, REST APIs, schema design, data normalization, CSV pipelines
- **AI & Automation:** OpenAI API, Claude API, LLM integration, workflow automation
- **Infrastructure:** AWS (EC2, RDS, S3, SES, SNS, CloudWatch, Lambda, CloudFront, Route 53, CodePipeline)
- **Frontend:** React, Tailwind CSS, Vue.js, HTML, CSS/Sass
- **Practices:** End-to-end ownership, greenfield architecture, production debugging, performance tuning

## EDUCATION

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

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