Jason Toups

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AI-Enabled Full Stack Engineer specializing in production-ready applications, with 20+ years delivering scalable software solutions from blockchain platforms to enterprise systems

Technical Skills

Languages: Javascript · Typescript · Python · Markdown · Shell · SCSS · Sass · JQuery

Technologies: Crew AI • MCP Servers • Tailwind · Git • React • React-Native · Docker • NodeJS • RxJS · JQuery

Production: Technical Documentation · Figma · UI/UX Design • Software Releases · Affinity Designer · Adobe Creative Suite • Agile · JIRA ·

Work Experience

Dfinity : Full Stack Engineer / October 2024 - Present / San Francisco

DFINITY Foundation is a not-for-profit organization developing the Internet Computer, a revolutionary blockchain network that transforms the internet into a decentralized cloud. Home to Caffeine AI, the world's first self-writing apps platform that enables users to create fully decentralized applications using natural language conversations, deployed directly on the blockchain without traditional coding.

- **Shipped** production-ready applications end-to-end for Caffeine's launch, including Tiny Tasks (featured in the live launch demo) and Habitual, demonstrating full ownership from concept to deployment.

- **Led** platform-wide UI/UX improvements across the App Marketplace, standardized theming architecture, and resolved critical user experience issues like Internet Identity sign-in flows.

- **Enabled** cross-team collaboration during Caffeine's high-stakes product launch through comprehensive technical documentation, shared component libraries, and developer enablement tools.

- **Architected** modern React/TypeScript solutions with mobile-first design, improving both developer experience and end-user experience while maintaining high delivery pace.

- **Engineered** 130 website frontend templates to be used as a RAG for our Caffeine AI Website Builder.

- **Developed** a Python website template generation system using CrewAI and MCP servers, with a mini software development team of 3 Agents and 3 Flows, to interact with the LLM and create technical documentation before building each template.

- **Styled** several of our Motoko-Training apps, to be used to train Caffeine for Website Creation.

- **Developed** Tailwind design system for Motoko-Training template sample-app to be used on all new apps created for Motoko-Training.

- **Updated** the styling for the KYC-site.

Skills: TypeScript · React · Python · CrewAI · MCP Servers · Tailwind · Technical Documentation · Mentorship

Pointment : Full Stack Engineer / February 2024 - October 2024 / San Francisco

Series A Startup Nail Bar Appointment System, built with React & React-Native, Typescript & PostgreSQL for 5 clients in the Bay Area, with Admin & Client portals.

- **Improved** error logging on Admin portal, reducing lead time to diagnose errors by 12%.

- **Created** client follow-up email feature, utilizing more dynamic fields to personalize outreach, which improved retention rates by 7%.

- **Managed** release verification & deployment process, improving reliability by publishing checklists for the team.

- **Created** training documentation in Markdown, located in the documentation folder of the code repository.

Skills: TypeScript · React · React Native · Technical Documentation · Training · JavaScript

Bill : Sr. Front End Engineer / Jul 2022 - Dec 2023 / San Jose

Automated financial operations platform providing end-to-end bill payments, invoicing, and accounts payable/receivable management for SMBs and midsize companies. AI-enabled platform that streamlines cash flow and payment processes. Worked with Angular & RxJS on the revenue-generating International Payments Team.

- **Retrofitted** existing Domestic payment flows with International options, to enable users to make International Payments with current exchange rates, increasing revenue by 15%.

- **Operated** across several teams to enable these features by working with the code owners to develop features and fix bugs.

- **Wrote** package.json scripts to streamline repetitive engineering tasks.

- **Created** training documentation in Markdown, on Confluence to onboard new engineers and standardize processes.

Skills: TypeScript · Angular · RxJS · Technical Documentation · Training · JavaScript

Williams Sonoma Inc : Front End Engineer / April 2021 - June 2022 / San Francisco

Premier multi-channel specialty retailer of high-quality home furnishings and kitchenware, operating 625+ stores globally and distributing to 60+ countries. Portfolio includes Williams Sonoma, Pottery Barn, Pottery Barn Kids, PBteen, West Elm, Williams-Sonoma Home, Mark and Graham, and Rejuvenation brands. Worked on the Micro Front End team, transitioning Production pages from 6 brands, into a unified Vue project.

- **Engineered** styling & architectural updates to Vue components to all 6 supported brands, including; the Product Information pages for the Purchasing Component & Product Flags Component, Shop pages, & Content pages.
- **Solved** Local Environment Stability Issues with a self-directed NodeJS project that automated engineering tasks, including; cloning 11 repos for multiple remotes per brand. This reduced the first-time setup for local development from about 1 week to 1/2 a day.
- **Automated** feature branch creation for our 4 repos with my script that created multiple feature branches with the JIRA ticket number, and updated local branches to the latest release code.
- **Managed** & Migrated pull requests from team-specific repos, to Bedrock & Release Management repos, including batch cherry-picked commits from my team to the upstream repos. I was responsible for making sure all of the features for the release were included in the release branches.
- **Mentored** junior engineers on my team with paired programming sessions and sharing my documentation.

Skills: Javascript · Vue · SASS · NodeJS · Shell · Markdown · Adobe Experience Manager · Mentorship

NewlyWords : Front End Engineer / San Francisco / Oct 2020 - April 2021

Collaborative memory book platform that enables users to collect letters, photos, and memories from friends, family, and coworkers for special occasions like retirements, birthdays, and anniversaries. Contributors submit content through customizable templates, which are then compiled into professionally printed hardcover books with immediate PDF download options.

- **Engineered** the React Memory Book Project Dashboard with custom Hooks, where project owners view and edit pages submitted from their contributors.
- **Built** the Questionnaire as a new memory book content type, providing project owners a place to ask their contributors questions to answer for their collaborative memory book content.
- **Developed** a design guide with classNames and partials, from the product design system, to build stylesheets which implemented reusable classnames and styles, reducing lines of code by 25%.
- **Mentored** a junior UI/UX designer by providing design advice, Figma help, and to think about user experience from our user's perspective.

Skills: Javascript · React · React-Hooks · Ruby · Shell · Markdown

Hawaii United Okinawa Association : Front End Engineer / San Francisco / Apr 2020 - Oct 2020

Non-profit organization serving to promote, perpetuate, and preserve Okinawan culture in Hawaii. Represents 50 member clubs with combined membership exceeding 40,000, publishing the bi-monthly Uchinanchu Newsletter and commemorating 125 years of Okinawan immigration to Hawaii and emigration to the world.

- **Refactored** existing static HUOA site to a dynamic React site, using Wordpress on the backend.
- **Built** reusable containers & components that were used across the site.
- **Engineered** custom Hooks to handle State between multiple components.

Skills: JavaScript · React · React-Hooks · Sass · Technical Documentation · Training

LifeStreet : Sr. Product Designer & Front End Engineer / San Francisco / Sep 2017 - Oct 2019

Mobile-first demand-side platform (DSP) specializing in programmatic advertising and user acquisition for mobile apps and websites. Features Nero platform with true bidding transparency, predictive analytics, and ROAS optimization for performance advertisers seeking scalable campaign management.

- **Engineered** HTML playable ads in Javascript, with Adobe Animate for clients.
- **Implemented** Responsive Design solution that consistently generated increased ad engagement by 30% across all existing playable ads, and became an engineering standard.
- **Created** Playable Ad Production Workflow, to design mockups and storyboards for ad approval, and CSS for engineers.
- **Upgraded** client assets with self-designed elements, that were approved by advertisers including Disney, Warner Brothers & King, for their Frozen, Harry Potter, and Candy Crush IPs.

Skills: JavaScript · Figma · UI/UX · User Interface Design · Technical Documentation · Training

Chartboost : Product Designer / San Francisco / Feb 2017 - Aug 2017

Mobile ad network. Produced playable ads, while coordinating the production in JIRA, spanning three global regions, four outsourced development studios, and a team of internal engineers.

- **Designed** UI/UX storyboards for free-to-play playable ads in Figma, to send to advertisers for approval and engineering to build the ads.
- **Scaled** the production of playables 170% in the first 2 months.
- **Iterated** existing ads with A/B testing, tracked and reported results from Metamarkets data to all stakeholders.

Skills: Figma · UI/UX · User Interface Design · Product Development · Technical Documentation · Training

Open Source Contributions

Payload CMS: Full Stack Engineer / August 2024 - December 2024 / Remote

React & Next.js headless CMS with a full Typescript backend, that's an all in one solution to building websites.

- **Wrote** onboarding documentation for new engineers.
- **Created** seed data for different website types.

Education

University of New Orleans / BA Philosophy

About

This resume was **written in Markdown**, and **styled with CSS**, using the `Markdown Resume` project I built myself.

With a simple `script`, I can generate a *PDF*, *Word Document* and *HTML* to embed into a website.

> Checkout my code for this project on GitHub.

Thank you.