

# Jason Toups

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Software Engineer, with over 20 years of Software Production experience, including Engineering, QE & UI/UX Design

## Technical Skills

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**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

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

Blockchain company developing the Internet Computer, a decentralized platform for running scalable smart contracts and dApps without traditional cloud infrastructure.

- **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.

### 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

Payment platform for small and medium businesses. 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

E-Commerce sites for housewares and home decor. 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

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

A memory book platform, where friends & family collaborate on a commemorative digital or physical book.

- **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

A philanthropic organization dedicated to cultural exchange between Hawaii & Japan.

- **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 marketing platform. Engineered & Designed mobile marketing materials.

- **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

## About

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*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.