

# Kevin Sims

Software Developer

## 👤 Profile

Dedicated Software Engineer with a deep-rooted passion for product innovation. Combines technical prowess with a product-centric approach to develop software that functions seamlessly and resonates with user needs. Driven by the desire to transform ideas into tangible solutions, excels in collaborative environments where technology and product vision intersect. Ready to leverage my skills to create impactful digital experiences.

## 🎓 Education

**UT Dallas, Dallas**

September 2018 — September 2019

## 💼 Employment History

**Software Engineer at Reform Card, San Francisco**

July 2023 — Present

- Architected and executed a sophisticated web application using Next.js, overseeing full-stack development and integrating MongoDB.
- Enhanced the deployment infrastructure by introducing a CI/CD pipeline that reduced deployment durations by over 60%.
- Demonstrated proficiency in Python and JavaScript, leading to the optimization of core software functionalities.
- Collaborated strategically with UX/UI teams, achieving a 20% improvement in user engagement metrics.

**Co-founder at Minotaur, New York City**

July 2022 — July 2023

- Led product development of core "click to create" functionality.
- Led the launch of eight NFT collections, including "Castle Kids" by Brian Tilly, generating over \$20 million in revenue within a month.
- Engaged in strategic alignment discussions, refining product direction and company vision.
- Supervised the engineering division, streamlining product roadmaps and daily operations.
- Developed foundational product modules, achieving a 30% increase in user retention.

**Co Founder at Creature World, New York City**

August 2021 — August 2022

- Spearheaded the design, development, and launch of a comprehensive Shopify store, employing a customer-centric approach to enhance user experience and drive revenue growth.
- Orchestrated robust API integrations to seamlessly connect the Shopify platform with third-party applications, ensuring real-time data synchronization and streamlining operational workflows.

## Details

San Francisco

[kevindsimsjr@gmail.com](mailto:kevindsimsjr@gmail.com)

## Links

<https://github.com/PhatStraw>

<https://phatstraws-portfolio.vercel.app/>

## Skills

MongoDB

MySQL

Node.js

Git

Python

JavaScript

SQL

React

React Native

Mongo

Nextjs

Typescript

Vue

GraphQL

Webpack

Babel

Heroku

AWS

TailwindCSS

SQL

## Hobbies

Reading, Camping/Survival,  
Basketball, Video Games, Food!

- Engineered custom-built solutions and plugins to extend Shopify's capabilities, addressing unique business requirements and boosting store functionality.
- Executed strategic SEO optimizations and performance tuning, significantly improving page load times and search engine rankings.
- Directed the end-to-end development of multiple websites, noting one achieved over one million visitors in its first week.
- Successfully managed multiple Ethereum Smart Contract infrastructure, overseeing transactions exceeding \$100 million without security breaches.
- Initiated updatable metadata functionality, enhancing asset management capabilities.
- Deployed a proprietary asset generation script for NFTs, leveraging IPFS for robust storage.

### **Software Engineer at Brightflow AI, San Francisco**

February 2021 — May 2022

- Orchestrated a successful product release, seamlessly integrating with Shopify, AWS, and Facebook, leading to a 25% increase in user base within six months.
- Led architectural modifications, enhancing system performance by 15%.
- Collaborated with product management, resulting in features that contributed to a 40% revenue increase from eCommerce clients.

### **Software Engineer at Tipe, San Francisco**

April 2020 — February 2021

- Collaborated with founders, driving a 20% expedited execution of the product roadmap.
- Developed a suite of developer-focused tools, leading to a 50% increase in platform developers within a year.
- Conducted in-depth customer interviews, refining product strategy which led to a 30% improvement in customer satisfaction.