in /in/pfeschla
/pinjasaur

# Paul F. Esch-Laurent

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Full-stack senior software engineer & occasional technical writer based in Minneapolis, MN. Core technologies: JavaScript, TypeScript, HTML, (S)CSS, Bash, Python, Go, Java, and Docker.

#### RELEVANT EXPERIENCE

## Senior Software Engineer at Niceboard

09/2024-Present

REMOTE | JOB BOARD SAAS STARTUP | JAVASCRIPT (NODE.JS, HAPI.JS, VUE), CSS, POSTGRES, ELASTICSEARCH

- First full-time technical hire at a bootstrapped job board SaaS startup: Niceboard.
- Designed & developed custom transactional email From: domains web UI & SendGrid API integration.
- Reduced deployment time 50% by automating CDN uploads and cache invalidation in a CI/CD pipeline.
- Implemented single sign-on (SSO) authentication using SAML and OpenID Connect (OIDC).

## Contract Web Developer at **FIGUR8**

09/2024-Present

PART-TIME REMOTE | MEDTECH STARTUP | TYPESCRIPT (NEXT.JS), CSS (SASS, TAILWIND), FIGMA, VERCEL, PRISMIC, HUBSPOT

- Integrated Next.js web application with HubSpot forms for automated lead generation.
- Translated Figma mockups into responsive, accessible, and visually-appealing web applications.

## **Software Engineer & Technical Writer** at <u>Freelance</u>

11/2023-08/2024

REMOTE | EDTECH, PROPTECH, AND LIVE EVENTS | TYPESCRIPT (REACT), PYTHON (FASTAPI)

- Wrote popular articles including in-app browsers, HTMX, and Alembic database migrations.
- Consulted with bootstrapped founder on how to technically build their MVP within a limited budget.
- Contracted with a local HOA to build a React web app for displaying property metadata.

# **Software Development Engineer** at <u>Kindly Human</u>

05/2023-11/2023

REMOTE | MENTAL HEALTHCARE STARTUP | PYTHON (FLASK, ALEMBIC), TYPESCRIPT (REACT), TAILWIND, POSTGRES, AWS

- Developed and documented a workflow to link a React component library into a Yarn monorepo.
- Debugged and fixed a misconfigured service worker cache resulting in 20% fewer helpdesk tickets.
- Reduced noisy on-call alerts by 90%: added logic to handle frequent Twilio SMS & MMS error codes.
- Architected moving email campaigns from custom transactional logic into a Mailchimp integration.

# **Software Design Engineer II** at <u>Mattermost</u>

03/2022-12/2022

 ${\sf REMOTE} \ | \ {\sf OPEN-SOURCE} \ {\sf COLLABORATION} \ {\sf SOFTWARE} \ {\sf STARTUP} \ | \ {\sf GO,TYPESCRIPT} \ ({\sf REACT}), \ {\sf POSTGRES}, \ {\sf MARIADB}, \ {\sf SQLITE}$ 

- Supported and maintained Mattermost's open-source project management product Focalboard.
- Engaged in 200+ code reviews along with supporting community contributions e.g. <u>Hacktoberfest</u>.
- Created API endpoints to export history data enabling compliance for highly regulated customers.
- Shipped guest account support and 2 new roles in the RBAC permissions setup for the product.

## **Software Engineer** at <u>Target</u>

07/2019-03/2022

 ${\sf REMOTE} \;|\; {\sf FORTUNE} \; {\sf 50} \; {\sf U.S.} \; {\sf RETAILER} \;|\; {\sf JAVA} \; ({\sf SPRING}, \; {\sf MICRONAUT}), \; {\sf REACT}, \; {\sf GO}, \; {\sf PYTHON}, \; {\sf BASH}, \; {\sf CI/CD}, \; {\sf DOCKER}, \; {\sf KUBERNETES} \; {\sf VASCE } \; {\sf COMPACT} \; {\sf COMPA$ 

- Worked on infrastructure: databases-as-a-service, Kubernetes + Spinnaker, and a serverless platform.
- Designed a utility to ingest logs emitted from a React frontend and export them to a log aggregator.
- Mentored a group of 6 new-graduate junior software engineers providing guidance and advice.
- Led creation of a JVM (Micronaut) service to inject Consul & Vault contents into a serverless runtime.
- Embedded on a team (~16/hr month) building a Target-flavored create-react-app project starter kit.

## **Software Developer** at <u>24G</u>

2017-2019

CLAWSON, MI | MARKETING & ADVERTISING AGENCY | PHP, JAVASCRIPT (NODE.JS, VUE, JQUERY), HTML, CSS (SASS), APACHE, MYSQL, AWS

- Created websites, web apps, e-commerce integrations, and digital experiences for conferences & expos.
  - Configured and deployed with AWS including DynamoDB, Lambda, S3, EC2, and API Gateway.
  - Increased website performance 10x by enabling gzip compression and reducing HTTP requests.

#### **Web Developer** at <u>Sungem</u>

2016

PETOSKEY, MI | MARKETING & DESIGN AGENCY | PHP, JAVASCRIPT (NODE.JS, JQUERY), HTML, CSS (SASS, BOOTSTRAP), NGINX

- Created a "cookie consent" component used for GDPR-compliance across multiple global brands.
- Developed websites and e-commerce sites with a custom-built CMS, Shopify, and Squarespace.

#### ACCREDITED EDUCATION

# B.S. Computer Engineering, Michigan Technological University

- VP of <u>Linux / UNIX Users Group</u> and <u>Humane Interface Design Enterprise</u>.
- Organized Michigan Tech's hackathon: Winter Wonderhack.

### **SELECT PUBLICATIONS**

- <u>Pitfalls of In-App Browsers</u> on Frontend Masters (2024)
- Database Migrations with Alembic on TestDriven.io (2024)
- Making Mermaid Diagrams in Markdown on CSS-Tricks (2022)
- <u>Pseudo-standard Text File Adoption Rates</u> on my personal blog (2019)

#### **KEY: VALUES**

- Coffee: yes, please. Preferably a light to medium roast served black. Pour-over, if possible.
- Interests: driving a manual transmission, finding my N=1 bike, and using Oxford commas.
- **Buzzwords:** CI/CD, serverless, dogfooding, the Cloud, devops, \*-as-a-service, AI, ML, LLM, et al.