

ARTHUR BLATTMAN

Principal Engineer

📍 Austin, TX

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Principal Engineer specializing in end-to-end systems from data platforms and cloud infrastructure to modern apps. Skilled at designing event-driven architectures, automating workflows, and building customer-facing apps that drive measurable business impact at scale.

Skills

Technical Expertise: Data Architecture, Full-Stack Development, SQL, Python, JavaScript, TypeScript, C, Linux, React, Next.js

Tooling Expertise: Google Cloud Platform (GCP), Amazon Web Services (AWS), Docker, dbt, Dagster, Kubernetes, Terraform, GitHub Actions, CI/CD

Work Experience

Defyned Brands, Austin, TX

Principal Engineer (formerly Data Lead, Data Engineer)

October 2021 – Present

- Led the design and build of an in-house loyalty platform (“5 Star Rewards”) to replace third-party vendors, providing points accrual, automated redemption, balance and history surfaces, and timeline-based engagement campaigns.
 - Built the application tier on Google Cloud Run (FastAPI) with Cloud SQL PostgreSQL for profiles, enrollments, accruals, redemptions, scheduled jobs, and audit trails; exposed REST endpoints for storefront and internal tools.
 - Integrated directly with the POS so associates can see real-time points balances and active coupons at checkout, with a one-tap “apply to cart” flow that writes back to the live transaction and updates loyalty history immediately.
 - Built React admin tooling for support workflows including profile search, profile merges, manual points adjustments, and full audit trails.
- Led the design and build of the 5 Star Fit Transformation Challenge application, replacing a rigid, manually operated annual challenge with a fully automated, year-round, event-driven system and onboarded 4,000+ participants in the first month of the program.
 - Designed and deployed Next.js front-end integrations within the POS system, enabling associates to opt-in customers and track challenge progress directly from the sales floor.
 - Developed a web companion for authenticated Shopify Hydrogen users, allowing customers to self-join challenges, track progress, and receive personalized updates.
 - Architected an event-driven marketing system integrated with Klaviyo, delivering real-time SMS and email notifications for challenge milestones and automated reward fulfillment.
 - Designed a Cloud SQL schema to manage challenges, participant states, and reward issuance, eliminating batch processing delays and enabling instant reward delivery via SMS.
- Architected and scaled a high-performance, event-driven data platform on GCP using BigQuery, dbt, Dagster and Pub/Sub, supporting real-time insights, reporting and cross-functional

operational analytics for Executives, Finance, Marketing, Retail Operations, Accounting, Sales, and Supply Chain.

- Designed and implemented API integrations between Shopify, Newstore (POS), NetSuite (ERP), Yotpo (Loyalty), and Klaviyo (Marketing Automation) using AWS, GCP, Serverless Framework, GitHub Actions, Python, and JavaScript, reducing order fulfillment and inventory issues by 80%.
- Re-architected infrastructure for scalability by migrating workloads to containerized environments using Docker, Kubernetes, and Terraform, improving CI/CD automation with GitHub Actions and CircleCI, and reducing GCP costs by 40%.
- Developed custom analytics dashboards and data visualization tools in React, Google Sheets, and Python, providing real-time sales, marketing, and operational insights to stakeholders without technical expertise.
- Independently own the full engineering stack, working closely with the CTO and Systems Administrator to develop, deploy, and maintain critical systems and infrastructure that power e-commerce, retail, and data-driven decision-making at Defyned Brands.

WP Engine, Austin, TX

Sr. Data Engineer, Data Analyst

August 2018 – October 2021

- Built and managed a marketing data warehouse, enabling full-funnel attribution from paid media to conversions.
- Owned and optimized web analytics pipelines for all WP Engine web properties.
- Led A/B test strategy, ensuring statistically sound experiment design and data-driven decision-making.

IBM, Austin, TX

Consultant Team Lead, Sr. Solution Consultant

July 2010 – August 2018

- Managed a team of services consultants for IBM's SaaS e-commerce and analytics platforms.
- Provided technical expertise to consultants, sales, support, best practices, and product management teams.
- Acted as the primary technical point of contact for Fortune 500 clients, guiding them through complex solutions and implementations.

Coremetrics, Inc., Austin, TX (Acquired by IBM)

Implementation Engineer

June 2008 – July 2010

- Delivered implementation training, technical consulting, and best practices for Coremetrics Web Analytics.
- Served as Level 2 Customer Support, assisting existing clients with analytics tagging and troubleshooting.

Affiliated Computer Services Inc., Austin, TX

September 2007 – June 2008, Operations Support

- Oversaw production operations for systems supporting Electronic Benefits Transfer for state governments.

Education

- **B.S. with a Major in Computer Science, Minor in Mathematics**
Texas State University – San Marcos, 2007