ARTHUR BLATTMAN

Principal Engineer

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Principal Engineer specializing in end-to-end systems across data platforms, cloud infrastructure, and modern apps. Skilled at designing event-driven architectures, automating workflows, and shipping customer-facing products with measurable impact at scale, including a transformation challenge platform supporting 20,000+ participants per season.

Skills

Languages: SQL, Python, JavaScript, TypeScript, C
App Frameworks: Next.js, React, FastAPI
Cloud/Platforms: GCP, AWS
Data/Orchestration: dbt, Dagster
DevOps/IaC: Docker, GitHub Actions, CI/CD

Work Experience

Defyned Brands, Austin, TX
Principal Engineer (formerly Data Lead, Data Engineer)
October 2021 – Present

- Led design and delivery of an in-house loyalty platform replacing third-party vendors, eliminating low five-figure annual SaaS spend and reducing loyalty points liability by six figures by removing carry-forward.
- Built core services on GCP Cloud Run (FastAPI) with Cloud SQL Postgres, exposing REST APIs for storefront and internal tooling; implemented scheduled jobs and full audit trails.
- Integrated loyalty directly into POS for real-time point balances and coupon eligibility at checkout, including a one-tap apply to cart flow that writes back to the live transaction.
- Developed a React admin portal for support workflows (profile search/merge, manual adjustments, audit history), standardizing support workflows and reducing manual casework.
- Led build of the Transformation Challenge product, replacing a manual annual program with a year-round event-driven system and onboarding 4,000+ participants in the first month.
- Shipped Next.js POS webviews plus a customer-facing Shopify Hydrogen companion app enabling opt-in, progress tracking, and personalized updates across retail and e-commerce.
- Architected event-driven messaging with Klaviyo for milestone-triggered SMS/email notifications and automated reward fulfillment, enabling instant reward delivery.
- Architected and scaled an analytics platform on BigQuery, dbt, Dagster, and Pub/Sub, delivering batch and near-real-time reporting and integrating with event-driven services across Finance, Marketing, Retail Ops, Sales, and Supply Chain.
- Built integrations across Shopify, POS, NetSuite, and Klaviyo using Python/JavaScript, AWS/GCP, and CI/CD automation, reducing fulfillment and inventory issues by 80%; delivered self-serve dashboards in React/Sheets/Python for non-technical stakeholders.

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