

Cody Baker

Principal Software Engineer

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Summary

Experienced Principal Software Engineer with 20+ years in full-stack development, focused on building 0-1 and scaling both business and consumer-facing applications in the fintech space. Proven track record of delivering high-traffic user-centric products, improving performance for applications at scale, and fine-tuning for optimal user experience and product reliability. Deep expertise in JavaScript, TypeScript, and modern frontend frameworks including React and React Native, paired with a passion for process optimization, collaboration, and clear technical communication.

Professional Experience

Fancy

November 2024 - Present

Senior Frontend Engineer, Fancy

Mar 2025 - Present

Fancy was spun-off as a subsidiary of Finfare to lead the b2c product offering, giving renters the ability to earn 1% cashback on their rent as well as additional rewards on their daily purchases.

- Built and shipped 0-1 a consumer-facing rewards application offering 1% cash back on rent, successfully launched and maintained as a production-stable app on the App Store.
- Led frontend development for core user flows including onboarding, rewards tracking, gift card purchases, and card-linked cash-back transactions.
- Collaborated closely with product, design, and backend teams to deliver a scalable, intuitive user experience using modern React and TypeScript architecture.

Senior Frontend Engineer, Finfare (parent company of Fancy)

November 2024 - Mar 2025

Finfare offers b2b products for small businesses to simplify expense management and purchasing for their employees.

- Led the frontend development of a full-stack marketplace application from 0-1, supporting both web and mobile platforms using TypeScript, React, and React Native.
- Built and integrated seller features for custom shop creation and product management, and developed seamless buyer-facing features for checkout and purchasing.
- Implemented onboarding and account management systems, collaborating with cross-functional teams to enhance user experience and ensure product scalability.

Flickerbox

Jan 2015 - November 2024

Flickerbox is a full-service digital marketing agency that partners with early to late stage startups to assist in their growth, filling in where needed to support their marketing and engineering teams.

Principal Software Engineer, Flickerbox

July 2022 - November 2024

- Led high-traffic web application development from 0-1 for clients in revenue intelligence, mobile experience, and identity access management, supporting over 1 million monthly users.
- Mentored junior developers through weekly training sessions, accelerating their onboarding and productivity within 3 weeks of hire, increasing team efficiency.

- Established technical standards and led a team of 8 developers, optimizing code quality and reducing bug reports by 25%.

Senior Full Stack Engineer, Flickerbox Jan 2019 - July 2022

- Led the transition to WordPress's Gutenberg editor, developing internal tools to reduce development time by 40% across multiple client projects.
- Collaborated with cross-functional teams, successfully completing high-profile redesigns for companies like Gong.io and Airship within budget and on time.

Full Stack Engineer, Flickerbox Jan 2015 - Jan 2019

- Contributed to the delivery of high-impact projects, focusing on enhancing site performance by reducing page load times by an average of 30%.
- Implemented new features and maintained existing codebases, improving scalability and long-term resilience for client websites, resulting in a 20% reduction in technical debt.

Skills

- **Frontend:** React, React Native, TypeScript, JavaScript, Consumer-facing application development
- **Backend and Infrastructure:** Node.js, API design & backend services, AWS-based microservice architecture, relational database design
- **Leadership & Delivery:** Technical leadership & team mentorship, Project planning & cross-functional collaboration, Process optimization & engineering best practices
- **Tooling & DevOps:** Git, Docker, CI/CD pipelines, Webpack & Vite

Education

Portland State University
Coursework in Computer Science
2006-2010

Recommendations

"Cody always exceeded my expectations. Not only was Cody easy to work with, he also had great communication and is one of the most talented programmers I've worked with. I'm confident he would be a great team player in any environment."

– **Ryan Glasgow**, CEO at Sprig

"Cody creates visually stunning, user-focused interfaces and is an expert in responsive design, ensuring a seamless experience across devices. He also quickly identifies and resolves complex technical issues."

– **Tal Klein**, CMO at Lakeside Software & author of The Punch Escrow

"Someone was looking at your code and told me you are a genius – I can't agree more! Thank you for all your help with everything, we couldn't have made all this progress without your help."

– **Hamza Essaoui**, Director, Web Development at Databricks