

James Augustus Hall

Senior Software Engineer

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SUMMARY

Product-minded Senior Software Engineer with nearly 20 years of experience architecting, building, and deploying scalable web and desktop applications. Specializes in modern JavaScript ecosystems, particularly React, Next.js, and TypeScript. Proven expertise in leading architectural decisions, integrating complex APIs, and mentoring teams to deliver high-quality, impactful software.

SKILLS

Languages: JavaScript (ES6+), TypeScript, HTML5, CSS3, SCSS, Python, PHP, Ruby

Frameworks & Libraries: React, Next.js, Node.js, Angular, Svelte, Electron.js, Redux, Zustand, GraphQL, TailwindCSS, Jest, Storybook

Tools & Platforms: Git, Vercel, GCP, Jenkins, Azure, DataDog, Stripe API, OpenAI API

Databases: Postgres, MySQL, MongoDB

Methodologies: Agile, Scrum, Kanban, Project Planning, CI/CD

PROFESSIONAL EXPERIENCE

Aimi.fm (Remote) | **Senior Software Engineer** | Aug 2022 - Apr 2025

- Spearheaded the full-stack architecture for a new web application using Next.js, enhancing scalability and developer workflow.
- Engineered and integrated a seamless Stripe payment system into the user dashboard, managing the complete subscription lifecycle.
- Architected and built an internal design system with Storybook, resulting in more consistent and faster UI development across projects.
- Developed a native desktop application using Electron and Next.js, leveraging OpenAI's API to generate dynamic text and image content.
- Led the architecture and development of a real-time audio/video synchronization application.

Splice (Remote) | **Senior Software Engineer** | May 2020 - Jul 2022

- Developed key features for the flagship desktop application (Electron, Angular), improving core functionality for a large user base.
- Revamped search and preview functionality by optimizing local file system interactions, increasing search speed by 40%.
- Established a consistent desktop release cadence and managed deployments using Azure and DataDog to monitor application health and performance.
- Implemented feature flags using LaunchDarkly to enable A/B testing and phased rollouts, reducing risk for major feature releases.

1stdibs.com (NYC) | **Senior Front-End Engineer** | Mar 2019 - Apr 2020

- Developed and implemented new variants for high-traffic product pages, contributing to an increase in user engagement.
- Integrated a gRPC protocol for backend communication, significantly improving product page load times and data fetching efficiency.
- Leveraged React, Redux, and GraphQL (Relay) to build and maintain complex, data-driven user interfaces for a luxury e-commerce platform.

InRhythm (NYC) | **Senior Software Engineer** | Mar 2018 - Mar 2019

- Collaborated with a team at Mastercard to develop their customer-facing payment interface, ensuring security and reliability for financial transactions.
- Authored and maintained a robust suite of unit tests using Jest, achieving 90% code coverage for critical components.
- Assisted in technical leadership, including sprint planning, code reviews, and managing deployments with Jenkins.

R/GA (Portland, OR) | **Software Engineer** | Mar 2016 - Nov 2017

- Served as a key contributor on the NIKEiD project, developing interactive user experiences with jQuery, Handlebars, and Mocha.
- Additional experience as a Front-End and Interactive Developer for clients including Nike is available upon request.

EDUCATION

The Art Institute of Portland | Portland, OR
Bachelor of Science in Multimedia and Web Design, with honors

Albuquerque Technical Vocational Institute | Albuquerque, NM
Associate of Liberal Arts