

Full stack engineer with business and early startup experience looking to join a larger, mission-driven team to level up and work on challenging problems at scale

EXPERIENCE

WALDEN

Jul. 2019-Dec. 2021

Founding Engineer

New York, NY

First full-time engineer, worked directly with CEO and early customers to build the initial app from the ground up. Worked full stack to build features to help coaches run their business online (public profile/marketing site, billing, scheduling, messaging, CRM, etc.). Responsible for feature planning and development, code reviews, testing, and site reliability.

Successfully led pivot from marketplace to white label B2B SaaS

- Wrote ActiveRecord migration to transfer existing data to a new multi-tenant schema
- Added support for custom subdomains and domains, configured DNS and issued and installed wildcard SSL certificates
- Built new admin-facing features using React and Redux including: client CRM, checkout flow for onboarding new solo & group practices, custom client invitation flow, automated email templating system, custom intake forms
- Implemented backend and frontend user authentication with OAuth (Google and LinkedIn) using Devise
- Installed and configured nginx to route all marketing site requests to Webflow and other requests to the Rails server

Stripe API integration to handle platform and customer payments

- Use Stripe API to allow coaches to collect one-time and subscription payments from their clients; added webhooks to manage payment and customer events
- Added support for features including Standard and Express connected accounts, saved payment methods, bill via invoice, Stripe OAuth onboarding, Stripe client dashboard, coupons, and 3D payments
- Used Stripe API to allow the platform to collect subscription payments and transaction fees when charging coaches

Built coach/client session scheduling feature

- Allow coaches and clients to schedule, reschedule, cancel and bill one-off and recurring sessions
- Built a credits system to help keep track of how many sessions were paid for and completed
- Integrated Timekit API to manage coach availability rules and schedule sessions with real-time availability
- Integrated Zoom API to programmatically create, update and delete Zoom users and meetings
- Built a Zoom marketplace OAuth app to allow coaches to authorize and connect their personal Zoom accounts
- Reduced scheduling time to a few seconds from 30+ seconds by refactoring using async background jobs with Sidekiq

Backend for Walden Directory (see <https://waldenapp.com/explore>)

- Define data models and build backend API for public profiles, tags, search, and pagination to drive new signups and connect coaches with new clients

Tech stack: Rails, React, Redux, Chakra, Yarn, Stripe, Postgres, Heroku, Webpack, CircleCI, Segment, nginx, Sentry, Redis, Ruby, JavaScript, RSpec, Twilio, Honeybadger, Linear, Timekit, Github, AWS, Websockets/ActionCable, Quill.js

INDEPENDENT CONTRACTING

2014-2018

SunSetter: *Web Analytics Consultant*; Established data analytics and SEO strategy, including identifying key metrics and data collection procedures, working with developers to install relevant tools (Google Analytics, KISSMetrics), and suggesting changes to development and executive teams

PhysiMax: *Business Development Consultant*; Developed and executed a go-to-market strategy for an Israeli fitness software startup and led business development in the U.S.

JOOS: Designed and built a custom website and order management system for a cold-pressed juice company using HTML, CSS, JavaScript, and Shopify, accelerating national distribution and accounting for ~50% of total sales volume

EDUCATION

APP ACADEMY

1000-hour full-stack web development course

2018-2019

New York, NY

KELLOGG SCHOOL OF MANAGEMENT, NORTHWESTERN UNIVERSITY

Master of Business Administration; Majors in Innovation & Entrepreneurship and Management & Strategy

2010-2012

Evanston, IL

BRANDEIS UNIVERSITY

Bachelor of Arts (*cum laude*), Economics; Minors in Art History and Business

2002-2006

Waltham, MA