

# Hayden Wade

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## KEY SKILLS

- Hiring and managing the right talent to complete a project
- Building high performing cross functional teams
- Scaling software
- Leading revenue generating/cost savings initiatives
- Continuous improvement
- Vendor acquisition and contract negotiation
- Leadership and Mentoring
- Project and Product Management
- Digital Marketing and Branding
- Change and Incident Management
- Application development and testing (SDLC)
- Cloud architecture

## EXPERIENCE

### LUVVLY | CHIEF TECHNOLOGY OFFICER

**Portland, Oregon, Full-time, Remote, May 2024 - Current**

Leading **product strategy**, engineering, and operations for Luvvly—a platform for in-person speed dating events—with a focus on **automation**, **scalability**, and **customer experience**. Architected the migration from Eventbrite to an in-house registration system powered by **Stripe** to **cut costs**, streamline operations, and enable customized booking flows. **Automated** the entire event host workflow, eliminating the need for manual messaging by implementing dynamic SMS and email flows (confirmation, check-in, reminders, match results, feedback, and more).

Built multi-modal participant experience used during live events, including onboarding, selfie capture, and match submission—all mobile-optimized. Delivered a real-time match results page and follow-up experience to **increase retention and satisfaction**. Integrated **Zapier**, **Mailchimp**, **Typeform**, and **Eventbrite** to track lead sources, automate marketing, and refine the **sales funnel**. **Launched** phone number verification automation to reduce no-shows and invalid signups, **increasing quality of services**. Developed a metrics dashboard to track registrations, conversions, and engagement. Redesigned the admin experience post-automation to prioritize escalations and data review over manual work. Built a global messaging system to allow admins to communicate across events—not just within one. **Scaled** operational tooling to support **multi-city expansion** and ensure consistent **quality** across new markets. Partnering on go-to-market strategy, supporting marketing with tooling, and ensuring platform **stability** and **reliability** across environments.

### LUVVLY | FOUNDING SOFTWARE ENGINEER

**Portland, Oregon, Full-time, Remote, November 2023 - May 2024**

Served as the first engineer at Luvvly and led the design and implementation of the internal platform used to manage speed dating events. Responsibilities included full **ownership** of the software development lifecycle, from requirements gathering to deployment. **Launched** the admin portal to support event creation, participant management, pairing logic (including both straight and queer formats), and status tracking for confirmations and check-ins. **Automated** over 20+ SMS workflows using **Twilio**, streamlining participant communication across the entire event lifecycle and reducing the need for manual host intervention. Developed real-time tools for host communication, including admin-facing messaging, editing, and unread reply tracking. **Integrated** Eventbrite to provide a unified backend for registration and event logistics. This work laid the **foundation** for internal tooling automation and enabled a **scalable** event model, contributing directly to a **promotion** into the CTO role.

### WAVE, LLC | FRACTIONAL CTO, FOUNDING ENGINEER

**Park City, Utah, Full-time, Self-employed, Remote, June 2020 – Current**

Founded a software consulting agency delivering **scalable MVPs** and **automation** for startups across **dating**, **real estate**, **marketing**, and **sales**. Advised founders on **product strategy**, led cross-functional teams, and managed software delivery from prototype to production. Conducted technical hiring, vendor negotiations, and stakeholder communication.

**Client/Product: PipeAI (March 2024 - April 2025); Founding Engineer** - Led the architecture and implementation of PipeAI, a scalable AI-powered **lead scoring** platform built for early-stage B2B sales teams, and anyone selling anything. Designed and implemented a visual rules engine that allows users to define custom logic based on fields like lead grade, stage, and other key contributors. **Engineered** a robust grader versioning system to ensure historical accuracy when rules or evaluation logic change over time. Developed infrastructure to support **large-scale** batch updates, enabling recalculation of lead scores across 100K+ records in response to grader edits. Built a secure and flexible permissions model using team- and organization-based access controls. Integrated UI components for rule building, grader setup, and real-time feedback. **Collaborated** closely with the product founder on go-to-market planning, monetization model, and user onboarding. Built integration with **Salesforce**. Currently supporting rollout to **beta users** and iterating on feedback to optimize **usability**, **reliability**, and enterprise readiness. Technologies utilized: React.js, Next.js, Tailwind CSS, AWS, Auth0, Salesforce, MongoDB, gpt-\*, gemini, ai-sdk, openai, and related APIs.

**Client/Product: mait.love, AI dating app (January 2023 - June 2023); Fractional CTO** - Evaluated and selected third-party facial recognition software, contacted vendors, and negotiated pricing. Created proof of concepts and built the UI and API from scratch. Collaborated with a UI/UX designer, implemented a multi-role experience for users, admins, and super-admins. Developed lead funnel tracking, usage analytics, and integrated Stripe for payments. To meet project requirements, **hired and trained three engineers** to ensure the completion of the **MVP** within the designated timeline and budget. **Hired and trained admin** to utilize the admin software we built for order fulfillment. Created marketing video for launch. Technologies utilized: Midjourney, React.js, Node.js, MongoDB, AWS, Google Analytics, Hotjar, and Auth0.

**Client/Product: wave.pyrt.com, twitter growth marketing software (January 2023); Software Consultant** - Conducted full stack development. Implement provided UI/UX design on top of existing API, extended existing API to fulfill client requirements. Collaborated with client and UX designer throughout development to address feedback. **Hired** additional engineer within budget to deliver project in extremely short time frame (2 weeks). Successfully **launched MVP** and post-launch, we **scaled** the tool to handle N campaigns. Technologies utilized: React.js, Node.js, Next.js, MongoDB, and Google Analytics.

**Client/Product: VeeFriends, a prominent web3 NFT project (May 2021); Software Consultant** - Assisted in getting the

minimum viable product (**MVP**) across the finish line and successfully **launched**. Facilitated user experience testing, gathered feedback from **Gary Vaynerchuk**, and implemented changes based on the feedback. Post-launch, addressed critical bugs, provided user support via email and Discord, and enhanced the application. Technologies utilized: C#, Elasticsearch, and Web3.js.

## SUNDAE | TEAM LEAD - MARKETPLACE

**San Francisco, California, Full-time, Remote, March 2022 – July 2023**

Completed end-to-end development for new product feature requests, including everything from requirements gathering, leading critical design conversations across teams, **full-stack** development, to on-time production release. Planned and executed projects, documented requirements, timelines, deliverables, and decisions. Proactively communicated progress to key stakeholders and identified and resolved roadblocks. Led project after-action review to drive **continuous improvement**. Organized and led cross team trainings, established centralized documentation, and documented key processes and knowledge to **build a cross-functional team**.

**Reduced customer acquisition costs** through the development and refinement of a web lead funnel, analyzing drop-out rates and increasing lead conversions. **Evaluated third-party** scheduling software by creating proof of concepts and securing budget approval from leadership. Engaged with the vendor to integrate scheduling software (Calendly), wrote code to **integrate software** into web lead funnel and Salesforce. Onboarded internal sales and operations teams to newly integrated scheduling software. Created documentation for off-shore consulting team to implement user analytics tracking.

Implemented a feature that led to **\$650,000 revenue in less than 2 months**. Implemented an **automatic offer engine** for investor bidding. Acquired proficiency in Salesforce development (APEX) and administration. Troubleshoot and provided solutions for **performance issues** and decreased latency. **Collaborated** with data engineering team to integrate data and models. Improved interview process by ensuring relevant and effective questions were asked. Conducted interviews for multiple team roles. Streamlined onboarding process, reducing time required for new employee integration. Primary technologies utilized: AWS, JavaScript (React.js, Node.js), Postgres, Salesforce.

## ALULA | ENGINEERING MANAGER - VIDEO SERVICES TEAM AND API TEAM

**St. Paul, Minnesota, Full-time, Hybrid, October 2021 – February 2022**

Worked with product owner to define and communicate requirements to new camera provider. Designed a secure and scalable solution to integrate new camera provider using **AWS**. Documented solution into work items and communicated solution with team after soliciting feedback. Provided estimates for completing the integration and highlighted cross team and external dependencies. Worked directly with new camera provider to ensure requirements met the specification and troubleshooted issues. Provided project status updates to project stake holders. Enhanced backend services to support new camera models from existing camera providers. Scaled infrastructure to account for seasonal volume. Maintained and monitored **MSK (Kafka)** cluster and **RDS** Postgres cluster for organization. **Mentored 3 direct reports** and defined a career path to **increase employee retention**. Transitioned off of the Video Services Platform Team and joined the API Team. Set goals and expectations with new team. Established new processes to increase team sprint velocity, reduce PR dwell time, and decrease time to market. Primary technologies utilized: AWS, Node.js, Terraform.

## ALULA | TEAM LEAD - VIDEO SERVICES PLATFORM TEAM

**St. Paul, Minnesota, Full-time, Hybrid, October 2020 – October 2021**

Led mixed team of 5 remote contractors and FTEs consisting of software engineers and quality assurance analysts. Transferred ownership of infrastructure and code for the video services platform from contractors to internal team. Optimized video processing which reduced AWS EC2 **compute costs by 80%**. Identified and implemented changes to reduce AWS S3 **storage costs by 35%**. Evaluated multiple incident management software tools. Integrated incident management software into the organizations monitoring and alerting software. Architected, implemented, and load tested new data ingest pipeline for video platform using **Kafka** to increase scalability, visibility, and ensure system is fault tolerant. Designed and implemented provider agnostic video platform to **increase speed to market and decrease integration time**. Worked with multiple camera providers to ensure hardware and firmware meet Alula's specifications. Maintained, monitored, and scaled core infrastructure for organization (MSK Cluster, RDS Postgres instances). Performed database migration in order to consolidate data centers. Implemented **HLS (HTTP Live Streaming)**. Structured the team around scrum/agile fundamentals. Worked with key business stakeholders to build and prioritize backlog. Interviewed, onboarded, and mentored a growing team of software engineers. Primary code utilization included Node.js, Jest, ffmpeg, and Terraform. Amazon Web Services: ECS Fargate, MSK, ECR, EC2 (VPC, ALB, etc), S3, RDS (Postgres), Redis, SQS, and SNS.

## ALULA | SENIOR SOFTWARE ENGINEER - FULL STACK - ALULA CONNECT TEAM

**St. Paul, Minnesota, Full-time, Hybrid, September 2019 – September 2020**

Architected and implemented a **new time-series data pipeline for organization** using **Amazon MSK (Kafka)**, wrote Terraform automation scripts to deploy necessary infrastructure for both the Kafka cluster and consumer ECS cluster. Utilized Terraform to **build new monitoring platform for organization**, consisting of Prometheus and Grafana, hosted and deployed in AWS. Implemented Prometheus service discoverer for ECS Fargate tasks. Implemented prometheus exporter for **Burrow** to monitor consumer group metrics. Enhanced and maintained multiple responsive web applications for home automation and smart security platform. Designed, implemented, and tested conditional rendering pattern to facilitate higher application maintainability and scalability (**Angular** and **React** compatible). Enhanced and maintained **TypeScript** library to provide reusable code for multiple applications. Led security initiatives by planning, analyzing, and architecting solutions across web and platform teams. Built out initial patterns and code base for consumer web application using **React.js** and **Redux**. Migrated features to new smart security platform to retire old application. Enhanced CI/CD pipeline with automated deployments. Implemented chat bot to facilitate QA processes using the **Hubot** framework. Primary code utilization included React.js, Redux, TypeScript, Angular, JavaScript, Postgres, Puppeteer, Enzyme, Jest, and Terraform. **Amazon Web Services:** ECS Fargate, MSK, ECR, EC2 (VPC, ALB, etc), S3, EFS, and CodePipeline.

## C.H. ROBINSON | SOFTWARE ENGINEER II - NAVISPHERE VISION TEAM

**Eden Prairie, Minnesota, Full-time, On-site, January 2018 – August 2019**

Enhanced and maintained eCommerce application that provides customers a view into their global supply chain. Organized and led team of 5 engineers to build custom **Alexa Skill** and presented it to c-level executives, received budget to expand voice app. Worked closely with data scientists to provide in-app predictive analytics, researched 3<sup>rd</sup> party APIs, and created proof of concepts. Implemented new customers on a strict deadline. Streamlined customer implementations by designing, implementing, and testing new web application. Reduced customer implementation timelines by leveraging software and driving standardization. Built software to consume multiple sources of data from enterprise service bus (**RabbitMQ, Kafka**). Worked with infrastructure team to migrate our application to the cloud (**Azure**). Rewrote application from **AngularJS** to **React.js** with **Redux**. Built **npm** package to support authentication and authorization that is used across all micro services. As lead engineer on team I mentored a growing team of engineers. Improved teams interview process for multiple roles (SE, BA, QA, PM) and led technical phone screens and on-site interviews. Primary code utilization included React.js, Redux, AngularJS, **Node.js** (Hapi.js), Docker, SQL, MongoDB, Elasticsearch, Enzyme, Jest, Nightwatch.js, and C# (ServiceStack).

## C.H. ROBINSON | SOFTWARE ENGINEER I - GLOBAL FORWARDING TEAM

### Eden Prairie, Minnesota, Full-time, On-site, May 2016 - December 2017

Worked on a team of 5 to design and implement micro-services to send and receive messages from U.S. Customs (ABI CATAIR). Refactored Pre-Arrival Processing System (PAPS) Angular web application with a responsive, mobile first design to enhance UX across wide range of devices used by truck drivers. Contributed to team of ~20 developers by leading **Angular** training sessions, being DevOps Advocate, and defining code standards for web applications. Built **nuget** package to support Role Based Access Control (RBAC) using **Auth0** and **ServiceStack** request attributes and plugins. Built shared **Angular** component library using **npm**. Leveraged unit tests and automated acceptance(e2e) tests to ensure code quality via CI/CD pipeline. Mentored interns as part of the Intern Program Committee. Primary code utilization included HTML5, Bootstrap, Angular, Protractor.js, Jasmine, C#, ServiceStack, and SQL.

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## EDUCATION

### BACHELOR'S OF SCIENCE, SOFTWARE ENGINEERING

University of Wisconsin - Platteville, September 2012- May 2016  
Magna Cum Laude, Deans List

### PROFESSIONAL SCRUM MASTER I (PSM I) CERTIFICATION

August 2022

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## OTHER RELEVANT EXPERIENCE

### PERSONAL DEVELOPMENT AND CAREER COACH, COMMUNITY MANAGER, PODCAST HOST

#### Hobby, 2020 - Current

Worked one on one with clients to help them grow in their career or transition careers into software engineering. Help clients with improving their coding skills (data structures, algorithms), interview skills (preparation, mock interviews), job searching, networking, total compensation negotiation, and leadership skills. Founded online community, called Growth Goats, that helps individuals grow in their life, career, relationships, and/or business. Hold weekly live calls for members. Hosted 2 podcasts: Zero Plus One Podcast - career development and all things software engineering, Goat Talk - personal and business development podcast.