

Hayden Wade

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SUMMARY

Results-driven technology leader with 10+ years of experience building and scaling products from 0 to 1 and beyond. Proven track record leading cross-functional teams, automating operations, and delivering revenue-generating software. Equal parts builder and strategist—skilled in full-stack development, cloud architecture, product design, team leadership, and go-to-market execution.

CORE SKILLS & TECHNOLOGIES

Languages & Frameworks: JavaScript, TypeScript, React.js, Node.js, C#, Angular, Redux, Next.js, Express, Hapi.js

Cloud & DevOps: AWS (EC2, ECS, Lambda, RDS, S3, VPC, SNS, SQS, MSK/Kafka), Azure, Terraform, Docker, CodePipeline, Prometheus, Grafana, Vercel, Burrow

Databases & Messaging: PostgreSQL, MongoDB, Redis, Kafka, RabbitMQ, Elasticsearch

CI/CD & Testing: Jest, Puppeteer, Enzyme, Nightwatch.js, Protractor, Github Actions, Hubot, Docker, Jenkins,

Tools & APIs: Stripe, Auth0, Salesforce (APEX), Google Analytics, Hotjar, Twilio, Zapier, Mailchimp, Typeform, ChatGPT, v0.dev, Midjourney

Leadership & Strategy: Product & Engineering Leadership, Technical Hiring, Mentorship & Coaching, Cross-Functional Team Building, Agile Delivery, MVP Delivery, Startup Strategy, Growth Engineering, Vendor Negotiation, Stakeholder Communication, Process Automation, Cloud Architecture

EXPERIENCE

Luvvly | Chief Technology Officer

May 2024 – Present • Remote

- Lead product strategy, engineering, and operations for Luvvly, focusing on automation, scalability, and customer experience for in-person speed dating events
 - Architected migration from Eventbrite to a custom Stripe-powered registration system, reducing costs and enabling tailored booking flows
 - Automated the entire host workflow through dynamic SMS/email flows for confirmations, reminders, check-ins, match results, and feedback
 - Built mobile-optimized participant tools for onboarding, selfie capture, match submissions, and real-time match result delivery
 - Integrated Zapier, Mailchimp, Typeform, and Eventbrite to automate marketing, track lead sources, and optimize the sales funnel
- Scaled operational tooling for multi-city expansion and launched internal dashboards, global admin messaging, and phone verification systems to boost quality and retention

Luvvly | Founding Software Engineer

Nov 2023 – May 2024 • Remote

- Joined as Luvvly's first engineer and led **end-to-end development** of the internal platform for managing speed dating events
- **Launched** an admin portal supporting event creation, participant tracking, and pairing logic for both straight and queer formats
- **Automated** 20+ SMS workflows using **Twilio**, **streamlining** participant communication and reducing manual host workload
- Built tools for host communication, including admin messaging, editing, and unread reply tracking
- **Integrated** Eventbrite to unify registration and logistics under a centralized backend
- Work laid the groundwork for internal **automation** and **scalability**, contributing directly to a **promotion** into the CTO role

WaWe, LLC | Founder & Fractional CTO

Jun 2020 – Present • Remote

- 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

Selected Projects:

- **PipeAI (2024–2025)**: Led the **architecture** and **implementation** of PipeAI, a scalable AI-powered lead scoring platform used by sellers, consultants, and growth teams across industries. Designed a visual rules engine and grader versioning system to support historical accuracy and flexible scoring logic. Built infrastructure to batch-update 100K+ records in response to logic changes, ensuring **accuracy at scale**. Integrated **Salesforce** and Auth0, and developed UI components for rule configuration and real-time feedback. Collaborated on go-to-market, user onboarding, and monetization, driving product direction through early feedback.
- **mait.love (2023)**: Led **MVP delivery** of AI dating app; integrated facial recognition, Stripe billing, and analytics; managed 3 engineers + admin workflows
- **wave.pyrt.com (2023)**: **Delivered** a Twitter growth marketing **MVP** in under 2 weeks with full-stack extensions and infrastructure scaling
- **VeeFriends (2021)**: Supported **MVP launch** of Gary Vaynerchuk's NFT platform; implemented user feedback, triaged bugs, and handled launch support

Sundae | Team Lead – Marketplace

Mar 2022 – Jul 2023 • Remote

- Shipped features end-to-end: planning, architecture, development, release
- **Reduced CAC** through improved web funnel and analytics
- Led integration of third-party scheduling and **Salesforce** tooling
- Built investor offer engine generating **\$650K in revenue** in under 2 months
- Mentored engineers and scaled onboarding with improved documentation

Alula | Engineering Manager – Video Services & API Teams

Oct 2021 – Feb 2022 • Minneapolis, MN / Remote

- Worked with product owner and camera provider to define, integrate, and deliver new video capabilities
- Scaled **Kafka** and RDS clusters to meet seasonal volume demands
- Led backend enhancements to support new camera models
- Delivered project status updates and technical documentation across teams
- Mentored **3 direct reports** and developed growth plans to increase retention

Alula | Team Lead – Video Services Platform Team

Oct 2020 – Oct 2021 • Minneapolis, MN / Remote

- **Led 5-person** distributed team across engineering and QA to internalize infrastructure and code ownership
- **Reduced** EC2 compute costs by **80%** and S3 storage costs by **35%** via pipeline optimization
- Architected **scalable** video ingest pipeline using **Kafka** (decade of video per week); enabled fault tolerance and observability
- Integrated **incident management** tooling into **alerting** system to improve uptime and response
- Designed provider-agnostic video platform for faster partner onboarding

Alula | Full Stack Software Engineer – Alula Connect Team

Sep 2019 – Sep 2020 • Minneapolis, MN / Remote

- Built time-series **data pipelines** and **monitoring** systems with **Kafka**, Prometheus, and Grafana
- Enhanced React/Angular smart security dashboards and shared **TypeScript** libraries
- Implemented security initiatives and architecture patterns across platforms
- Launched initial CI/CD automation with ECS and Terraform
- Developed chatbot for QA process automation

C.H. Robinson | Software Engineer II – Navisphere Vision Team

Jan 2018 – Aug 2019 • Eden Prairie, MN

- Led frontend modernization from AngularJS to **React.js** with Redux
- Created **predictive analytics** dashboards with data science team
- Delivered **Alexa Skill** proof of concept, secured executive backing
- Implemented role-based auth tooling used across **microservices**

C.H. Robinson | Software Engineer I – Global Forwarding Team

May 2016 – Dec 2017 • Eden Prairie, MN

- Developed **microservices** for U.S. Customs compliance using C# and RabbitMQ
- Redesigned logistics UI for **mobile-first** experience used by truck drivers
- Built shared **Angular** component libraries and **RBAC** framework using Auth0
- Led training, defined code standards, and mentored interns as part of company program

EDUCATION & CERTIFICATIONS

University of Wisconsin – Platteville

B.S. Software Engineering • Magna Cum Laude • Dean's List • 2016

Professional Scrum Master I (PSM I) • 2022