

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 (ECS, EC2, RDS, S3, MSK/Kafka, SNS, SQS, VPC, Lambda), Azure, Terraform, Docker, CodePipeline, Prometheus, Grafana, Burrow
 - **Databases & Messaging:** Postgres, MongoDB, Elasticsearch, Redis, Kafka, RabbitMQ
 - **CI/CD & Testing:** Github Actions, Jenkins, Jest, Puppeteer, Enzyme, Nightwatch.js, Protractor, Hubot
 - **Tools & APIs:** Stripe, Auth0, Salesforce (APEX), Google Analytics, Hotjar
 - **Leadership:** Technical hiring, mentoring, team building, agile project management, stakeholder communication
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PROFESSIONAL EXPERIENCE

Chief Technology Officer

Luvvly | Remote | May 2024 – Present

- Built and scaled a custom registration and automation platform for Luvvly's in-person speed dating events.
- **Cut registration costs** and improved UX by replacing Eventbrite with a Stripe-based booking system.
- **Automated** host workflows across 20+ dynamic SMS/email flows, reducing manual effort.
- Delivered **mobile-first** tools for onboarding, selfie capture, and match submissions.
- Increased participant retention with real-time match results and post-event experiences.
- Enabled **multi-city** expansion by launching internal dashboards, phone verification, and global admin messaging.

Founding Software Engineer

Luvvly | Remote | Nov 2023 – May 2024

- Led development of Luvvly's internal platform as the first hire.
- Built admin portal for managing events, participants, and pairings (straight + queer formats).
- **Automated** the full event lifecycle—from booking to matches—using **Twilio** and Eventbrite.
- Created communication tools for hosts, including message tracking and escalation tools.
- Contributed to product strategy and operational **scale-up**, leading to promotion to CTO.

Founding Engineer / Engineering Manager / Fractional CTO

WaWe, LLC | Minneapolis, MN | Remote | Jun 2020 – Present

- Launched 5+ MVPs for early-stage startups across real estate, AI/dating, and SaaS.
- Hired and led engineering and design teams, oversaw vendor selection, and scaled infrastructure.
- Built full-stack applications from scratch, integrating facial recognition, analytics, Stripe, and multi-role access.
- Delivered a complete AI dating platform in 6 months using **React.js, Node.js, MongoDB, AWS, Auth0, Midjourney**.
- Shipped a Twitter growth marketing SaaS MVP in just **2 weeks**, scaling to support multiple campaign clients.
- Supported Gary Vaynerchuk's **VeeFriends** Web3 launch with MVP polish, user support, and bug fixes.

Team Lead – Marketplace

Sundae | San Francisco, CA | Remote | Mar 2022 – Jul 2023

- Led full-cycle development for investor bidding and scheduling platform, using **React.js, Node.js, Postgres**.
- Developed and launched a feature that generated **\$650K in revenue within 2 months**.
- Reduced **CAC** through web lead funnel improvements and analytics integration.
- Trained offshore teams, conducted hiring, and revamped onboarding workflows.

Engineering Manager – Video Platform & API Teams

Alula | St. Paul, MN | Hybrid | Oct 2020 – Feb 2022

- Integrated new camera providers using secure, scalable **AWS** infrastructure.
- Cut AWS EC2 costs by **80%** and S3 costs by **35%** through optimization.
- Built provider-agnostic video ingest system with **Kafka (MSK)** and **ffmpeg**, reducing time to market.
- Defined career paths, increased sprint velocity, and improved pull request workflows.

Full Stack Software Engineer

Alula Connect Team | St. Paul, MN | Sep 2019 – Sep 2020

- Created time-series data pipeline with **Kafka (MSK)** and built monitoring stack with **Prometheus + Grafana**.
- Maintained and enhanced home automation web apps using **React.js, Redux, TypeScript, Angular**.
- Strengthened CI/CD automation and security processes.

Software Engineer II / I

C.H. Robinson | Eden Prairie, MN | May 2016 – Aug 2019

- Led Alexa voice app project; presented to C-suite and secured additional budget.
 - Rebuilt supply chain visibility tools with **React.js + Redux**, modernized legacy AngularJS codebases.
 - Integrated predictive analytics with data science team; migrated infrastructure to **Azure**.
 - Designed microservices and CI/CD pipelines using **Node.js, C#, RabbitMQ, MongoDB, SQL**.
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EDUCATION & CERTIFICATIONS

B.S. Software Engineering — University of Wisconsin - Platteville

- Magna Cum Laude | Dean's List

Professional Scrum Master I (PSM I) — Certified August 2022

ADDITIONAL LEADERSHIP & COMMUNITY

- **Founder & Host** — *Growth Goats* podcast + online community for career development
 - **1:1 Career Coach** — Mentored engineers on DS&A, salary negotiation, and technical interviews
 - **Interviewing & Hiring Expert** — Conducted 50+ technical interviews, revamped hiring pipelines
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