

Jamie I. Emerson

Technical Engineering Lead

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I have a deep passion for understanding the intricacies of complex systems, diagnosing challenges, and building human-centered solutions to satisfy users' true needs. I'm a seasoned engineering leader with rich experience creating and fostering high performing technical teams in enterprise and startup fields. With 10+ years of hands-on experience building technical solutions ranging from startup MVPs to large-scale content migrations, my product development skillset matches my dedication to meaningful team collaboration.

Technical Competencies

Expert: Git, HTML, CSS JS, TypeScript, React, NextJS, PHP, Laravel, HubSpot, SQL, PostgreSQL, Heroku

Knowledgeable: Docker, Bash, Vue, GraphQL, Ruby, AWS, Kubernetes

Experience

HEAD OF ENGINEERING – SUSTAINABLE – 2021 - PRESENT

Sustainable is a seed-stage startup on a mission to democratize ESG data, empowering companies to collect and derive insight from non-financial, impact-focused KPIs.

- Built and managed a lean, high-impact team of engineers, external designers, third party data vendors, and mechanical turks, driving the company to operate with a high-output and minimal-burn ratio
- Developed and owned company product roadmap, efficiently manifesting founder's vision within the confines of time, cost, resourcing, and existing customer needs whilst accommodating significant changes to product vision and positioning
- Directed all product engineering and product-launch initiatives, focusing on multiple aspects of the ESG space including: public data-scraping, KPI aggregation, emissions calculation, API integrations for automated data collection, ESG framework reporting (SASB, CDP), investor sentiment scraping, SBTIs-aligned goal tracking, and data analysis tools to drive internal performance improvement
- Defined and architected foundational company operations and best practices for software development including: infrastructure ecosystem, version-control best practices, code-review processes and culture, automated testing, CI/CD and deployment pipelines, application performance monitoring, feature flag usage, and user interaction tracking/feedback loops
- Designed and deployed an information architecture via static marketing site using NextJS to maximize our SEO footprint with minimal effort (scoring 95+ on all Google Lighthouse aspects, organically ranking in top 5 for key search terms, resulting in over 25,000 visitors within the first three months of go-live), maintaining low hosting costs, and enabling the site to be backed by a CMS with minimal effort

STAFF SOFTWARE ENGINEER – GLOO – 2020 - 2021

Gloo develops B2B software solutions for under-served markets, helping addiction and recovery organizations better engage with their audiences through marketing, communication, and data-analytics tools.

- Mentored junior to mid-level peer engineers on writing scalable, flexible code, working with external resources, prioritizing tasks with disparate objectives driven by other teams, and communicating across disciplines
- Demonstrated a deep understanding of technical requirements and stakeholder impact by advocating for rebuilding a product from scratch after engineer issue re-opens rates increased, user feedback swung deeply negative, APM metrics indicated highly-degraded performance, and the inability to create desired features proved the codebase was an existential threat to the initiative.

- Outlined and executed a strategy to revitalize a core product by designing an updated systems architecture, efficient data models, a more flexible API, and migration strategy, the result of which was reducing page load time from 20+ seconds to milliseconds, reducing client application payload 3x, reducing re-opens to 0, and allowing developers to quickly build new features, making ticket stagnation a non-issue
- Facilitated handoff of products and systems to internal teams and external resources through extensive documentation, workshops, code reviews, and roadmap development
- Managed a pipeline of competing and time-sensitive features upgrades across multiple products and workstreams within tight deployment cycles, resulting in a smoother customer user experience and reducing reliance on legacy code, trimming significant amounts of technical debt

FOUNDING PARTNER – EMERSON STONE – 2015 - 2019

Emerson Stone was a digital design and development agency that operated as a product team for hire for companies and projects of all sizes and a variety of scopes.

- Founded a strategy and design-led product agency with a vision of building a business to tackle any project with a high-level of quality; profitably growing a two person concept into a robust team of 15 full time designers, developers, and producers partnering with fast-growing startups and Fortune 500 companies
- Built, led, and managed an engineering team capable of executing on marketing initiatives and application development alike; fostered a broad set of capabilities, enabling the agency to work on a diverse range of customer challenges, projects, and solutions while remaining agile and lean
- Managed project budgets, resourcing, timelines, roadmaps, and client expectations to successfully deliver numerous projects with changing scopes and moving timelines
- Fostered a culture of close collaboration between design and engineering teams, leading to more efficient project execution, deeper cross-discipline understanding, and increased talent retention to 3+ years
- Oversaw all technical aspects of migrating numerous websites onto and off of HubSpot, Wordpress, Craft CMS, and more esoteric solutions (Hugo, Jekyll, and Middleman), transitioned enterprise companies with internationalized sites and content footprints covering 100,000+ pages with zero downtime and minimal SEO impact
- Architected and built the 2017 National Bike Challenge in partnership with 3M, Kimberly-Clark, and Wells Fargo, serving tens of thousands of users, logging millions of rides in 3 months, and showcasing real-time leaderboards across multiple facets including geographical boundaries and organization membership

Other Professional Experience

Software Consulting & Web Engineering | Bilte Co | 2019 - Present

Web Engineer | Good Apples | 2013 - 2014

Web Engineer | Boulder Digital Works | 2013 - 2014

eCommerce Manager & Mechanic | Pro Peloton Cyclery | 2012 - 2013

eCommerce Manager | Slipstream Sports | 2010 - 2012

Other Professional Skills

Leadership, coaching and mentorship, team building, distributed team management, process development, product strategy and development, systems architecture, system optimization and maintenance

Education

Boulder Digital Works | Graduate Program | Entrepreneurship, Design Thinking | 2014

University of Colorado | Undergraduate | Bachelor of Arts | 2010