

# Jake Hatfield

📍 Richmond, TX    ✉ [me@jake-hatfield.com](mailto:me@jake-hatfield.com)    ☎ +1 (979) 739-6670    🌐 [Github](#)    in [LinkedIn](#)    📁 [Portfolio](#)

## Experience

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### Leadgeek

Sep 2020 – Present

Founder & Chief Technology Officer

Houston, TX

- Designed and developed a bootstrapped Software-as-a-Service (SaaS) platform that delivers arbitrage leads for Amazon sellers. Successfully scaled to 420+ users in 2022 and implemented a comprehensive overhaul of the codebase in Q1 2023 from a MERN stack to serverless architecture to facilitate a pay-as-you-go Marketplace.
- Created from scratch 48 reusable, mobile-responsive front-end components, 38 public pages, 82 RESTful APIs, 3 Cron jobs, 4 webhooks, and bespoke blog, documentation, and affiliate systems to produce a seamless UX.
- Enhanced full-stack application reliability and reduced errors within the SDLC by orchestrating a CI/CD pipeline to automatically run unit and integration tests using Vitest and Playwright.
- Investments made into the creation of a custom design system led to the release of Leadgeek v2 3 months ahead of the project's forecasted launch, following Agile methodology for faster iteration.
- Conducted high-value user interviews and synthesized this feedback into actionable insights that informed future business decisions, leading to creation of the biggest driver of organic growth as well as core product features.
- Reduced perceived load times by 80% for data-intensive pages by selectively prioritizing and hybridizing server and client-side API calls, resulting in a complete elimination of user reports regarding slow page speed.
- Conceptualized and developed a one-of-a-kind feature integrating with the Amazon Selling Partner API.
- Automated dynamic Open Graph image creation to enhance site-wide SEO by building an API endpoint that renders .pngs from HTML and CSS generated in a custom component.

### Freelance

Mar 2020 – Present

Full-Stack Software Engineer & Technical Author

Houston, TX

- Collaborated with a client to provide advice regarding system design and architecture that helped refine their goals for a college essay proofreading SaaS. Individually designed and engineered the full-stack web app, involving authentication, payments, user onboarding, file upload/download, email/SMS notifications, and databasing.
- Gathered and analyzed original scientific research to generate SaaS UI/UX case-studies featured in CXL.
- Volunteered time to mentor junior software engineers by guiding collaborative projects, conducting mock interviews, leading resume reviews, and participating in weekly discussions about programming concepts.

### Kilburn Industries

Apr 2018 – Mar 2020

Chief Operating Officer

Dallas, TX

- Developed international e-commerce relationships, led marketing efforts, and coordinated logistics operations that resulted in revenue of \$550K+ in 2018-19 and placement in the top 3% of third-party Amazon sellers globally.
- Hired and effectively managed a team of over 10 remote employees by creating process documentation, a systematized report structure, and healthy conflict resolution expectations.

## Skills

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**Languages:** JavaScript, TypeScript, Python, SQL, HTML, CSS

**Front-end Technologies:** React, React Native, Redux, Next.js, Gatsby, Svelte, SvelteKit, Angular, SCSS, TailwindCSS, Unit Testing (Jest, Vitest), Integration Testing (Puppeteer, Playwright), Data Visualization (D3.js, Layercake)

**Back-end Technologies:** Node.js, Express.js, GraphQL, Supabase, Firebase, NoSQL, MongoDB, Postgres, Django, AWS

## Education

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Texas A&M University

B.S. Biology

2016

College Station, TX