

Jake Hatfield

📍 Richmond, TX

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🐙 [Github](#)

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Experience

[Leadgeek](#)

Founder & Chief Technology Officer

Sep 2020 – Present

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 to facilitate a transparent, pay-as-you-go Marketplace.
- Created from scratch 48 reusable, mobile-responsive front-end components, 30 unit and integration tests, 38 public pages, 82 RESTful APIs, 3 Cron jobs, 4 webhooks, and bespoke blog, documentation, and affiliate systems to produce a seamless, automated, and reliable user experience.
- 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, allowing for faster collection of user input and responsive product 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 that uses the Amazon Selling Partner API to check each user's product restrictions and routinely send an email notifying them about the new products they can arbitrage.
- Automated dynamic creation of Open Graph images to enhance site-wide SEO by building an API endpoint that passes a page's title and description from the URL parameters to a custom component's props, renders the component as an .svg, and ultimately converts that .svg to a .png for presentation.
- Prevented content shifting and shortened perceived load times by creating a custom API endpoint that generates and returns low resolution image placeholders that blur-up to the full-size image when ready.
- Produced detailed user and employee-facing documentation, reducing administrative burden by 30%.
- **Technologies:** [v2](#) - TypeScript, SvelteKit, Supabase, Vitest, Playwright, D3.js, Stripe, SendGrid, Github Actions, Sentry, Vercel | [v1 Web App](#) - React, Redux, Node.js, Express, MongoDB, Heroku | [v1 Site](#) - Gatsby.js, GraphQL, Stripe, Netlify

[Freelance](#)

Fullstack Software Engineer

Mar 2020 – Present

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.

[Kilburn Industries](#)

Chief Operating Officer

Apr 2018 – Mar 2020

Dallas, TX

- Developed wholesale, supplier, and direct brand e-commerce relationships that resulted in revenue of \$550K+ during the 2018-2019 period, leading to placement in the top 3% of third-party Amazon sellers globally.
- Hired and effectively coordinated a team of over 10 remote employees by creating process documentation, a systematized report structure, and healthy conflict resolution expectations.

Skills

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

Technologies: Node.js, Express.js, React, React Native, Redux, Next.js, Gatsby.js, Svelte, SvelteKit, Angular, Tailwind-CSS, GraphQL, Supabase, Firebase, NoSQL, MongoDB, Postgres, Django, Unit Testing, Integration Testing, D3.js, AWS

Education

Texas A&M University

B.S. Biology

2016

College Station, TX