

Jake Hatfield

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Experience

[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 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, real-time 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 and renders a .png from the generated HTML and CSS.

[Freelance](#)

Mar 2020 – Present

Full-Stack Software Engineer and 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 processed original scientific data to generate [SaaS case-study UI/UX research](#) 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

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

Front-end Technologies: React, React Native, Redux, Next.js, Gatsby, Svelte, SvelteKit, Angular, TailwindCSS, Jest, Vitest, Puppeteer, Playwright, D3.js

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

Education

Texas A&M University

B.S. Biology

2016

College Station, TX