Jake Hatfield

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Experience

[Leadgeek](#)   **Sep 2020 – Present**
Founder & Chief Technology Officer   *Houston, TX*

- Designed and engineered a bootstrapped SaaS that provides arbitrage leads for Amazon sellers which grew to $70K+ annual recurring revenue and 420+ users in 2022. Overhauled the subscription model and code base in Q1 2023 to a self-service, pay-as-you-go Marketplace in order to facilitate a 250% growth in maximum revenue.
- 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 blog, documentation, admin, and affiliate systems.
- 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 feedback and responsive product iteration.
- Conducted high-value user interviews and synthesized this feedback into actionable insights that informed future product decisions, leading to creation of the biggest driver of organic growth as well as core Marketplace 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.
- **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](#)   **Mar 2020 – Present**
Web Developer   *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   **Apr 2018 – Mar 2020**
Chief Operating Officer   *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, HTML, CSS

Technologies: Node.js, Express.js, React, React Native, Redux, Next.js, Gatsby.js, Svelte, SvelteKit, TailwindCSS, GraphQL, SQL, Supabase, NoSQL, Firebase, MongoDB, Mongoose, Vitest, Jest, Playwright, D3.js, Expo, Git

Projects

[Doom Scheme](#) - *TypeScript, React Native, Firebase, Node.js, Express.js, OpenAI GPT-3, Cyclic*   **Mar 2023 – Present**

- Currently building a React Native app for composing and sharing rap verses using GPT-3.

[C-Meme30](#) - *TypeScript, Node.js, Express.js, Discord.js, Railway*   **2019**

- A bot for Discord servers that joins the user's voice channel and plays a line from Star Wars prequels on command.

Education

Texas A&M University   **2016**
B.S. Biology   *College Station, TX*