

Jason Burleigh

Solutions & Integration Engineer / Systems Integration Engineer

Los Angeles, CA

jburleigh1992@gmail.com

(818) 744-2318

Websites and Social Links

GitHub: <https://github.com/jburleigh92/se-technical-portfolio>

LinkedIn: <https://www.linkedin.com/in/jason-burleigh-962903396/>

Summary

Technical Operations & Solutions Engineer with a proven record of designing and maintaining complex, multi-system architectures across high-volume, real-time operational environments. I specialize in building reliable workflows, integrating disparate platforms, and translating operational challenges into stable technical solutions.

- End-to-end systems design: POS, dispatch, eCommerce, CRM, SMS, loyalty, payment engines, and automation layers
- Deep experience with API integrations, Python automation, webhook orchestration, data normalization, catalog architecture, and cross-platform troubleshooting
- Known for owning complex technical problems, improving system reliability, and delivering scalable solutions that directly support day-to-day operations

Experience

Solutions Engineer / Systems Integration Lead

CA Leaf Company DBA Baked Budz, Los Angeles, CA

Feb 2022 — Oct 2025

Built and maintained the full multi-system architecture connecting POS, dispatch, payment, CRM, loyalty, eCommerce, and notification platforms for a 50+ orders/day operation.

- Developed PostPay, a Python-based payment verification engine (Gmail API, iMessage DB, regex, Slack API) that automated Zelle/Cash App/Venmo/Apple Pay verification, eliminated 10–15 minute dispatcher delays, and included Slack-based observability for real-time operational alerts.
- Developed AutoEnrollEngine, a webhook system (Flask, Selenium) that programmatically extracted ETAs and auto-created Alpine IQ profiles via API—replacing manual signup and raising customer enrollment from ~10–15% to nearly 100%.
- Co-architected [BakedBudz.store](#) v1 → v2 with developers, defining API mappings, catalog sync logic, and dispatch workflows across Blaze POS, WooCommerce, and tracking systems.
- Authored technical SOPs and integration docs improving onboarding and cross-team reliability of operational workflows. Tech: Python, Flask, Selenium, REST APIs, Webhooks, JSON, SQLite, OAuth2 (Gmail), Blaze POS API, Tookan/Onfleet-style logistics APIs, Alpine IQ API, WooCommerce, Slack API, Heroku.

Operations & Technical Systems Lead

Sequoia North LLC DBA Dyrect Delivery, Los Angeles, CA

Jun 2020 — Feb 2022

Led the full technical and operational system architecture for a high-volume delivery operation (120+ orders/day), owning integrations, data pipelines, catalog systems, and platform configuration across Blaze POS, Onfleet, WooCommerce, a custom iOS app, and a third-party ID verification API.

- Designed and maintained all cross-platform workflows (POS → dispatch → eCommerce → app), defining API usage, data mapping, and webhook behavior with the developer.
- Built and standardized the catalog pipeline across 50+ vendors, automating Excel processes (VLOOKUP/xMATCH, pivots, macros) to ensure accurate pricing, potency, taxonomy, and menu-sync.
- Re-engineered routing from the “ice cream truck” model to a centralized dispatch model—reducing inventory loss, routing failures, and order cancellations while improving compliance and delivery efficiency.

- Owned all technical troubleshooting across POS, dispatch, catalog, and app systems—resolving SKU mismatches, order failures, inventory discrepancies, and integration issues during rapid scaling.
- Served as the technical liaison between the CEO, developer, and operations team—translating operational challenges into system requirements and guiding app behavior, data flows, and compliance logic.

Operations Technology Manager

VFARM 1509 Inc DBA Rose Collective, Los Angeles, CA

Feb 2015 — Jun 2020

Built the foundational technical operations layer for a high-volume retail/delivery environment, owning POS configuration, catalog accuracy, order workflows, and daily system stability.

- Managed all operational platforms (POS, inventory, menu systems, CRM), ensuring accurate data flow, preventing order failures, and maintaining consistent catalog and pricing updates across all channels.
- Standardized product data across dozens of vendors—cleaning inconsistent spreadsheets/PDFs, defining naming/taxonomy rules, and establishing structured processes for catalog updates and compliance.
- Troubleshoot end-to-end operational issues (SKU mismatches, inventory errors, order flow failures, system outages), serving as the primary technical escalation point for staff and management.
- Created and documented SOPs for intake, verification, order routing, inventory handling, and compliance workflows—dramatically improving consistency and reducing avoidable error cases.
- Introduced data-driven decision-making through advanced Excel workflows (VLOOKUP/xMATCH, pivot tables, formulas), supporting forecasting, purchasing, and performance reporting.

Skills

INTEGRATION & SYSTEMS ENGINEERING

- REST APIs • Webhooks • JSON • API Authentication (OAuth2)
- Blaze POS, Onfleet, Alpine IQ, WooCommerce
- Multi-system workflow design & architecture mapping

AUTOMATION & SCRIPTING

- Python (automation, API clients, data parsing)
- Flask (webhook listeners, microservices)
- SQLite (lightweight DBs, deduplication)
- Regex parsing • Selenium (dynamic extraction)

DATA & ANALYTICS

- Data normalization • Catalog taxonomy design
- Excel automation (VLOOKUP/xMATCH, pivots, macros)
- KPI reporting & operational dashboards

TECHNICAL OPERATIONS

- End-to-end debugging across POS, eCommerce, logistics & CRM
- Incident triage, root-cause analysis, integration support
- SOP design • Cross-functional technical communication

TOOLS

- Postman • Git/GitHub • Slack API • Google Workspace • Heroku

Education

Associate of Science, Engineering Foundations, Moorpark College, Moorpark, CA, 2011 — 2013

Certifications and Licenses

- **Postman API Certification:** *Completed Nov. 2025*
- **MuleSoft Integration Associate:** *In progress - expected completion Dec. 2025*
- **AWS Developer – Associate** – *In progress - expected completion Mar. 2026*