

## Contact

(801) 636-6098 (Mobile)  
justin@hackerpug.com

www.linkedin.com/in/jcrich  
(LinkedIn)  
www.hackerpug.com/ (Personal)

## Top Skills

Python (Programming Language)  
MCP  
Model Context Protocol

# Justin Rich

AI Engineer & Agent Architect | Delivering Scalable LLM Solutions  
with TypeScript and Python via Model Context Protocol (MCP)  
Salt Lake City, Utah, United States

## Summary

Innovative Full Stack Software Engineer with a focus on integrating AI into scalable system architectures. Experienced in building robust web platforms and mobile applications using cutting-edge technologies. Specialized in developing end-to-end business solutions that leverage large language models to enhance business processes. Committed to driving product innovation through cross-functional collaboration and AI-powered systems.

Key areas of impact:

- Improving user inquiry response times using Langchain, OpenAI, and Claude (Anthropic)
- Enhancing user-generated content with AI-powered tools
- Optimizing page load times through NextJS and TypeScript implementations

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## Experience

Formulist.ai

Technical Co-Founder

September 2023 - Present (1 year 11 months)

San Francisco Bay Area

Co-founded an AI strategy & consulting company, focusing on integrating large language models into business processes for enhanced efficiency and innovation.

Key Achievements:

- Consulted with companies in business strategy and financial compliance on automating workflows with LLMs such as OpenAI and Claude.
- Architected and implemented backend services using NodeJS, GraphQL, and Langchain to create standardized LLM services.
- Developed LLM prompt quality control systems and processes, ensuring consistent output between requests and improving overall reliability.

- Piloted the "Lame To Fame" tool, demonstrating the capabilities of generative AI and AI voice cloning technologies (OpenAI, PlayHT) in creating engaging content.

## DevPug.io

### Software Engineering Consultant

July 2017 - April 2025 (7 years 10 months)

Greater Los Angeles Area

Software development consultancy specializing in helping non-profits and startups to develop web technologies to achieve strategic business goals.

#### Projects:

Navtrac - computer vision yard management system

- Prototyped a NextJS based freight yard management system that utilized proprietary computer vision software to capture information about yard inventory.
- Built a custom atomic design system using styled-components and Storybook to present a consistent look and feel to the web application.
- Developed end to end testing using Cypress to reduce regression bugs.
- Oversaw deployment of application to serverless function based hosting solution Vercel.

## DoorDash

### Software Engineer

June 2021 - February 2024 (2 years 9 months)

Los Angeles Metropolitan Area

Led the development of merchant-facing tools for DoorDash's retail verticals, driving innovation in the last-mile delivery space.

#### Notable Projects:

- Designed and implemented DoorDash's first retail-specific inventory management system, used by 30% of merchants to generate over 100k product updates.
- Engineered a UI-as-a-service architecture that distributed packaged functionality to multiple web apps, resulting in a 50% reduction in deployment time for new features.
- Enabled over 100k merchants to migrate menu data by building data mapping tooling, resulting in a 12% increase in sales.
- Gathered functional requirements from business leaders and aligned cross-functional team members to execute on strategic initiatives.

## Mothership

1 year 10 months

### Sr. Software Engineer

February 2019 - November 2020 (1 year 10 months)

Greater Los Angeles Area

Led frontend engineering for an on-demand shipment and freight-tracking platform, serving over 50k monthly shipments across 5 different US markets.

#### Key Contributions:

- Rebuilt the entire client-facing web platform using TypeScript, React Hooks, Styled-Components, and Redux, resulting in a 60% increase in new feature deployment.
- Designed integration/unit tests using Jest, Enzyme, and Cypress, reducing new release regression bugs by 40%.
- Scaled frontend features by standardizing data layer logic into client services, decoupling server requests from the user interface.

### Software Engineer

June 2019 - February 2020 (9 months)

## Maestro Interactive, Inc.

### Software Engineer

February 2018 - June 2019 (1 year 5 months)

Greater Los Angeles Area

Fullstack engineer for an interactive streaming platform, used by 1,000's of esports fans

Built an admin interface that enabled clients to customize their streaming channels

Designed GraphQL backend services using Node.js for Maestro's external developer API

## Chef'd

### Software Engineer

December 2017 - July 2018 (8 months)

Fullstack engineer for a React Native B2C app and ecommerce platform, selling meal-kits

Built a marketing platform with React & NodeJS to increase customer acquisition in retail stores

Analyzed business requests, modified source code, and trained business users in new feature functionality

Tested new functionality using Jest and Enzyme and oversaw deployments to Chef'd.com

Prototyped a meal discovery mobile app utilizing React Native that cross promoted Chef'd recipes with other partner products

## OpenX

### Technical Product Manager

January 2017 - July 2017 (7 months)

Greater Los Angeles Area

Led the production of a Javascript library that enables websites to monetize traffic by serving ads

Advised website publishers on the technical implementation of OpenX ad solutions

Managed the release of new features, documented improvements, and communicated changes to internal teams and clients

## Amobee

### Sr. Product Manager

September 2015 - October 2016 (1 year 2 months)

Greater Los Angeles Area

Created wireframes of new features and conducted prioritization exercises with clients

Orchestrated 20+ releases by leading daily scrum standups, coordinating bug fixes, and training users

Collaborated with Pinterest to identify bugs and critical feature improvements for its marketing tools resulting in multiple new releases to their advertising API

## Zappos Family of Companies

### Product Analyst

October 2014 - September 2015 (1 year)

Las Vegas, Nevada Area

Lead development efforts to build procurement tools that were used to manage inventory on Zappos

Designed user interfaces for a new data query platform and led a cross functional team to integrate new features into the tool

Built and managed SQL reports that enabled retail operations to identify and resolve errors in the retail catalog

Coordinated the development and launch of a tool that reduced the time to publish new items to the web site by 50%

Randstad Technologies US  
Mobile Development Intern  
May 2013 - August 2013 (4 months)  
Dallas/Fort Worth Area

- Built an Android application to aid data center engineers in performing server maintenance, timecard management, and special project reporting
- Streamlined application management by integrating the application with a backend site that allows management to easily update application content.
- Collaborated with key stakeholders to discover their needs and plan solutions, then used the feedback to define the application's functional requirements

TDA Group  
Social Media Marketing Associate  
January 2012 - July 2012 (7 months)  
Mountain View, CA

The TDA Group is a agency that provides effective communications services to technology companies such as IBM, Dell, and SAP.

- Created an online content distribution system utilizing all major online media platforms. Increased digital following by 300%.
- Researched digital content distribution practices among industry competitors of TDA.
- Collaborated with management to develop and implement a comprehensive online marketing strategy.
- Supervised employees in the creation of new forms of interactive content for internal and external clients.
- Developed and monitored content distribution goals and reported progress to management.

NetApp  
Social Media Intern  
May 2011 - August 2011 (4 months)

NetApp is a high tech company that creates storage and data management solutions that helps accelerate business breakthroughs and delivers outstanding cost efficiency.

- Developed a social media listening process capable of aggregating insights on customers for marketing, sales, and customer support
- Gathered system requirements from stakeholders, communicated these requirements to developers via the systems requirement specifications document

- Managed a vendor development team in implementing required system functionality
- Organized team calls and meetings, and implemented the new system by training the stakeholders in its use and communicating needed modifications back to developers
- Won the 2011 NetApp Marketing Internship Challenge by developing a targeted marketing campaign in 24 hours on spreading messages related to cloud computing at Oracle Open World

## Zaytoon International

### Social Media Manager

February 2011 - May 2011 (4 months)

Zaytoon International is an organization that provides training and resources to promote economic and social progress in Amman Jordan.

- Created and executed entire online marketing strategy building broader awareness and brand-name recognition for a non-government organization supporting economic development in Amman, Jordan.
- Supervised and coordinated development of online content by Zaytoon's leadership. Used content management tools to publish on the blog and in social channels.
- Boosted Klout influence scores by 20 points, indicating 200% increase of user engagement with Zaytoon's programs.

## First Data Corporation

### Technical Requirement Analyst

April 2010 - January 2011 (10 months)

First Data is a financial services firm that specializes in providing electronic commerce and payment processing solutions.

- Organized and compiled highly complex sets of requirements into specifications for programmers to write new check processing software.
- Analyzed data on client requirements and reported findings to programming teams and management.
- Supervised a team of 3 analysts writing specifications. Set team goals, measured performance, and reported progress to management.
- Collaborated with other analysts to migrate over 1,000 Citibank clients to First Data's proprietary check processing system.

## Brigham Young University

### Research Assistant

January 2008 - December 2008 (1 year)

- Analyzed research data, identified key trends, and reported on key findings within specified timeframe
- Created and maintained a network where team members helped each other on projects which increase research output in the lab by 20%
- Organized two different neuropsychological academic presentations which were presented at a conference of the American Psychological Association in New York

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## Education

Carnegie Mellon University

Masters of Information Systems Management · (2012 - 2013)