

Contact

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Top Skills

OpenAI
Prompt Engineering
Tailwind CSS

Justin Rich

Fullstack Eng working to sub in LLMs to business workflows
San Francisco Bay Area

Summary

Strong believer that innovation requires diversity. Interested in projects/organizations that value diversity, including diversity of thought, as a catalyst for innovation. Fullstack startup veteran engineer, passionate about using UI/UX to make AI accessible for non technical users. People-first leader, working to foster a kind and inclusive tech culture.

Experience

Formulist

Technical Co-Founder

September 2023 - Present (8 months)

San Francisco Bay Area

- * Consulted with companies in business strategy as well as financial compliance on automating business flows with LLMs such as OpenAI as well as Claud.
- * Wrote backend services using NodeJS, GraphQL, and Langchain to create standardized LLM services.
- * Created LLM prompt quality control systems and processes to ensure output consistency between each request.
- * Piloted the "Lame To Fame" tool that cloned Jerry Seinfeld to narrate vacation photos as a proof of concept of what generative AI such as OpenAI and AI voice cloners (PlayHT) can do.

DevPug.io

Software Engineering Consultant

July 2017 - Present (6 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

Architected and developed full stack merchant facing tools for DoorDash's retail (non-restaurant) business verticals.

Gathered functional requirements from business leaders and aligned cross functional team members to execute on system designs.

Developed a UI as a service architecture that distributed packaged functionality to multiple web apps.

Built DoorDash's first retail specific inventory management system allowing SMB retail merchants to manage inventory across multiple stores that fulfill products through DoorDash.

Mothership

1 year 10 months

Sr. Software Engineer

February 2019 - November 2020 (1 year 10 months)

Greater Los Angeles Area

Lead frontend engineer for an on-demand shipment and freight-tracking platform

Managed two engineers, partnered cross-functionally, and architected technical solutions

Scaled web client by packaging data-layer logic into server requests, decoupling from the UI

Designed tests using Jest, Enzyme, and Cypress that reduced release regression bugs by 75%.

Rebuilt entire client-facing web platform using Typescript, React Hooks, Redux, and styled-components resulting in a 32% revenue increase

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

Education

Carnegie Mellon University

Masters of Information Systems Management · (2012 - 2013)