

Logan Grimsley

Dynamic leader and developer adept in building scalable features and fostering effective team collaboration. Highly motivated to architect and deliver purposeful, robust solutions.



RELEVANT EXPERIENCE

V SHRED, *Remote*

Senior Full Stack Engineer March 2024 - Current

- Built and led a CRO function from scratch on a legacy funnel, launching A/B testing infrastructure, clean data models, and executive-ready reporting; partnered with the CEO, hired the CRO team, and transitioned ownership.
- Drove a company-wide, data-driven culture by enabling technical and non-technical leaders to use BI insights to course-correct key business metrics.
- Implemented AI-driven automations in n8n to power business-critical workflows, including conversion data delivery for ad telemetry and automated test analysis.
- Established Datadog monitoring and alerting for critical services, funnels, and Core Web Vitals; leveraged RUM to improve UX and increase revenue.

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METABOLIC, *Remote*

Frontend Architect May. 2022 - Dec. 2023

Senior Full Stack Engineer June 2021 - May 2022

Full Stack Engineer II Jan. 2020 - Apr. 2021

- Initiated and led the front-end department as Frontend Architect, hiring and training developers to swiftly contribute to production.
- Developed high-performance front-end applications with Nuxt 3/Vue 3 and robust APIs using Laravel, enhancing user engagement and operational efficiency.
- Architected core infrastructure and services for system reliability and scale.
- Led service uptime monitoring and optimization of systems, including conversion rate & CPC optimization, UX overhauls, and legacy system abstraction.
- Collaborated with UX designers and leadership in creating scalable, user-centric features, contributing to a jump in company revenue from \$30 million to \$90 million annually.

LANGUAGES

TYPESCRIPT
CSS, SASS
PHP, NODEJS, SQL

TECHNOLOGIES

LARAVEL
VUE / NUXT
TAILWIND, BOOTSTRAP
JQUERY, BLADE
REST, OPENAPI

SERVICES

SSH, UNIX, AWS
DIGITALOCEAN, NGINX
APACHE, GIT, GITHUB
JIRA, BITBUCKET, OPSGENIE

TOOLS & PREFERENCES

CURSOR, VS CODE,
DATADOG,
POSTMAN, DOCKER
HEIDISQL

SOFT SKILLS

OWNERSHIP MENTALITY
COLLABORATIVE
DATA-DRIVEN
USER FOCUSED
LANGUAGE & ARTICULATION
LEADERSHIP & EMPATHY

PERSONAL PROJECT

PROJECT MAGIC, *AI Powered Jira Planning - SaaS Prototype*

<https://projectmagic.ai> - Currently decommissioned - Repository access upon request

- Developed a complex tool to automate Jira ticket generation using LLMs.
- Designed comprehensive Jira integration with flexible custom field support.
- Implemented parallel processing paradigms for scale and a responsive UX.
- Generate a highly customizable set of tickets for a described project in seconds.
- Technical Stack: TailwindCSS, Nuxt 3, Vue 3, Pinia, Laravel 10, MySQL, AWS.