

# 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.

### 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.

## 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.



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## 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, VSCODE,  
DATADOG,  
POSTMAN, DOCKER  
HEIDISQL

## SOFT SKILLS

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