Dan Poindexter

Summary

Repeat startup engineer with a passion for crafting beautiful software. Experienced in pixel perfect frontends, breaking down user pains, and balancing precision and speed. Excited about solving both technical and UX challenges

Experience

Product Engineer
Makelog | Employee #2 | 2021 - 2023

— Built and demoed a changelog generator to VCs, contributing to a $3M seed round from Accel
— Owned product roadmap and discovery
— Maintained weekly design partner relationships
— Conducted dozens of research interviews with product managers, marketers, and founders
— Built several full-stack solutions including authoring experience, onboarding, and custom fields

Senior Software Engineer / Squad Owner
Respondent | Employee #3 | 2017 - 2021

— Led a cross-functional product team, responsible for the demand side of a B2B research marketplace
— Contributed features that led to increased spend from customers including Microsoft, IBM, and AirBnb
— Led frontend development, enabling growth from 20k to 100k monthly users and >$500k monthly GMV
— Conducted dozens of research interviews with UX researchers, founders, and product managers
— Researched and built an onboarding that halved the time for users to publish their first project
— Implemented a variety of full-stack solutions including messaging, scheduling, payment, and fraud prevention

Previously

— Software Engineer, Wellopp, 2016 - 2017
— Software Engineer, Maposaur, 2015 - 2016
— Software Engineer Intern, Steelcase, 2014

Contact

🌐 danpoindexter.com
✉ poindexd@umich.edu
in /in/danpoindexter
 poindexd

Education

University of Michigan
BSE Computer Science 2015
Program in Entrepreneurship

Top Skills

— React
— Next.js
— GraphQL
— JavaScript
— TypeScript
— User Interviews
— Market Research
— Product Management

Achievements

— Postman Hackathon $5k Honorable Mention
— Stanford Online Machine Learning Course
— Devpost Staff Pick
— HackingEdu Finalist
— MHacks 6 Best Overall Use of Microsoft Technology