

# Jake Berg

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## Experience

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### Dubsado | Burbank, CA

#### Engineering Manager | 10/2022 - Present

- Improved cross-team developer workflow by streamlining complex nested branching strategies into a single staging-to-production environment. Over six months, reduced self-induced incident rate from about 60% two years ago to less than 5% over the last three months.
- Successfully delivered essential client-facing features within a complex legacy codebase while simultaneously maintaining agile development on new greenfield products.
- Facilitated a complete migration from DigitalOcean to Google Cloud.

### Social Curator | Remote

#### CTO | 03/2020 - 11/2022

- Resolved major scaling issues with WordPress site hosted on WP Engine by moving the SQL database into GCP and leveraging self-healing and auto-scaling VM instances.
- Decoupled the PHP runtime from default on-disk sessions to enable multiple instances to share the same sessions leveraging Redis.
- Successfully launched the product without host downtime, previously experiencing linear increases in latency with a single default PHP server. Monthly operating costs remained on par with WP Engine's fees.
- Implemented quality-of-life features inside the legacy codebase until deploying a real-time swap to the new codebase (React, Firebase) by the third launch window.
- Facilitated remote designers and developers for the initial work, then hired a full in-house development team on behalf of the client until handing off to their new team lead.

### Dubsado | Burbank, CA

#### Co-Founder | 02/2015 - Present

- Bootstrapped a CRM with my wife using a pile of JavaScript books.
- Grew the company from \$0 to \$8M ARR in five years.
- Currently holding the Engineering Manager position.
- **Technologies:** Node.js, CD/CI, TypeScript, REST, GraphQL, MongoDB, Terraform, GCP.

### Web Scraping Automations | Burbank, CA

#### Owner and Operator | 03/2014 - 01/2019

- Grew to 15,000 users at its peak and served over 100,000 separate accounts over five years.
- Developed using the CakePHP framework (self-taught).
- Wrote a streaming transparent proxy from scratch in Node.js, replacing a middleman—including the logo from the target site—without client or server awareness.
- Maintained a clear budget; identified and halted a production issue caused by a contractor's code that saved the company over six figures in one day.

### Skybolt | Burbank, CA

#### Contract Software Developer | 01/2012 - 10/2017

- Reduced repetitive human tasks via automated cron jobs in PHP, saving the company 15% in recurring labor expenses.
- Enhanced a legacy Perl codebase to add quality-of-life improvements for existing users.
- Managed uptime for legacy systems with cloud server companies.
- Hired a new lead engineer and handed off full control after fully migrating to the new Firebase/React codebase.

## Skills

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Javascript Frameworks, Devops, Kanban, Migrations (database, code, and more), Cloud Monitoring, Git, SCRUM, Feature flags and user metrics, Customer Support / Bug Tracking, Bun, Rust curious (some experience in Tauri)

## Education

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Self Guided | Southern California

## Computer Science | 01/2013

I spent time at the University of San Diego, where I was exposed to the EE and robotics department. I transitioned to a more affordable track at Pasadena City College, discovering circuits engineering and Computer Science 101—covering command-line algorithms in C++ and desktop work in an early Qt environment. I moved to Santa Barbara City College, experiencing advanced levels of CS, data structures, test-driven development, Android programming, and more, all in Java. After three failed product launches, started my first SaaS company. Additional coursework includes various online courses through platforms like Egghead.io, Educative, and Frontend Masters.

## Projects

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### Igloo Router

A dependency free ExpressJs alternative for Bun. Provides a thin wrapper around the native Bun server. Balances efficiency with a simple code layout for downstream changes. It's intended to be embedded directly into your project similar to Shadcn/ui.

<https://github.com/wayjake/igloo-router>

### Chinook DB

A key-value and array store that writes JSON to a local disk. Intended to be the simplest way to persist data without worrying about the overhead of other storage systems.

<https://github.com/wayjake/chinook>