

## Career Highlights

Full-stack product engineer with a proven track record of conceptualizing, building, and scaling high-impact solutions that drive growth and business results from zero to multimillion MRR. Combines C-level insights with end-to-end product delivery to drive profitable growth and leading cross-functional teams to deliver value.

**2024 AI Retooling:** Rebuilt engineering workflow AI-first. Shipped 2 games (javascript, unity); performed 2x customer development interview for product concepts, built 2 sites end-to-end.

**2021 – 2023 Senior Software Engineer, and Growth San Francisco, Hugo Insurance, remote**

*"At Hugo, we ruthlessly prioritize building and delivering features that will be valuable to our members. Joel did an incredible job identifying & understanding what would be valuable and then leading its development, pulling-in subject matter experts from other domains as he went and delivering precisely what was needed to maximize ROI. He never shied away from complex work. I'm proud to have had him as a fellow Hugonaut." -David Bergendahl, CEO*

Reporting to the CEO directly, proposed, led, implemented, and maintained business-driving functions for the company. Designed and built systems for underwriting ~\$x00 millions of written premium, providing insurance for X00,000 low-income drivers, while maintaining a 4.8/5 rating on Trustpilot.

- Proposed, and built the system for driving profitable growth for the company: moving the needle from LTV << CAC to LTV > CAC & played instrumental role in driving MRR from \$1M to \$10M
- Built detailed understanding of segment-specific performance of cohorts, predicting LTV& cash conversion cycle, and specific ROI on marketing spend per channel
- Led integrations into partnering marketplaces for getting best lead prices, and driving volume
- Discovery, proposal, and implementation of decoupling ticket load from customer volume increase for CS: intelligent knowledge base buildout, using a combination of KB+search, and instant action gadgets, deflecting tickets at top-of-the-funnel, resulting in logarithmic growth of ticket volume under linear growth of customer volume.
- Led, and built company initiatives: endorsements (support cost-- ), coverage extension (LTV+++), geolocation of customer at policy activation (fraud--- )
- Structured and streamlined the interview process, interviewed, evaluated, and hired engineering candidates:
  - Pitched& framed the role for, and interviewed Head of Data Science; interviewing & recruitment for 2x engineers
- Led and built integrations with: Zendesk, Google ads, Safeauto, Compare, Insurify, Everquote, Transparently, Trellis, Telnyx, Mediaalpha, Snowflake, Lexisnexis, Telnyx

**2017 – 2019 VP of Engineering San Francisco, GYANT Inc**

*"I think that your work at GYANT has been phenomenal. You're one of the driving forces behind our (in my eyes) strong productivity, and your active mind often challenges us to do things better and better. I really, really am happy to work with you." - Pascal Zuta, CEO*

Management:

- Defined and set up a high-velocity engineering culture: by defining values, trade-offs, strategy, resulting in a lean, high-performance engineering team. Supported employees in growth by cross-training, and peer mentorship.
- Defined and developed hiring process, responsible for full-pipeline hiring, on-boarding, expectation setting; resulting in recruitment, and retention of 1 senior IC engineer, 1 junior engineer
- Sales support: responded to RFIs, developed customized value proposition, and produced compelling demos persuasive to close.

- Negotiated with translation suppliers, and leading delivery process for localization of German, and Arabic languages

#### Engineering:

- Built a HIPAA-compliant EHR, and treatment system, which enabled providers to evaluate, treat, and prescribe low-acuity cases (flu, cough) within 2 minutes
- Led the development of the 4 then-flagship products of the company. 50% code, 50% team empowerment.
- Created a content editor, which dropped new chat content creation by 90% (from ~5 hours per flow to ~30 minutes per flow)
- Built, and scaled a Kubernetes cluster to handle ~10K patients' roughly 8-9 million requests per day
- Led the development of the Web-based chat interface for AI bot
- Set up our remote team for success by writing 180 out of the 210 pages of documentation on the system

#### 2013 – Ongoing

#### Founder, lipreading.org

*"This was a wonderful program. I am a teacher of children with hearing loss. Your lipreading program was used regularly with the students I see 1:1, 2-3 days per week at the middle school level. I will purchase this program again in the future. " -Sandra Swaciak, customer*

Designed, built, and marketed an educational product serving over 60,000 users, generating \$40,000 annual recurring passive revenue.

- Ideated, evaluated, conceptualized the idea of online lip reading education for the deaf & hard of hearing
- performed primary research (online interviews with target market, teachers), and secondary research (books, estimation, market research, distribution channels, competitors)
- Designed, specified, and developed the full product: Ubuntu/NGINX/PHP/MySQL
- Managed the recruitment of multiple actors, designers, and key suppliers for video production
- Engaged and consulted with lipreading teachers for course development
- Created, and organized the entire lip reading course
- Quality assurance: came up with an algorithm, which sorted videos by how "lip-readable" they are
- Built A/B testing framework, performed 38 A/B test, moving the needle from \$1.2K -> \$3.5K MRR
- Designed, and built integrations with: Stripe, Paypal, WebRTC, AWS S3/Cloudfront, Adwords
- Marketing: GTM: influencer linkback; stable: "evergreen content" (top 3 google SERP), Adwords
- Customer support: set up a scalable system which handled customers' topmost problems
- Recruited CS person for handling everything else

#### Expertise

- Fluent interfacing with all corporate functions (marketing, datascience, product, C-level, engineering, finance).
- High initiative and agency. Owner mindset.
- Full lifecycle product: conceptualization, specification, scoping, delivery, ops/maintenance
- Tech, BE: Node.js/typescript, Python, 8 other languages
- Tech, FE: React/Preact/redux (...backbone, jquery,...), HTML/CSS/usability and responsive design skills
- Tech, DB: RDBMS – MySQL, PostgreSQL, SQL Server; NoSQL - MongoDB
- Demonstrated ability to learn, and acquire new technologies, and skills as needed.
- Remote work: clear, efficient, and proactive communication, documentation, collaboration, mentoring
- Effective communication, getting things done, and lifelong learner

*Full developer portfolio and references available at request*