

Full-stack product engineer with 7+ years building creator tools, paid media systems, AI-assisted workflows, and reliable web platforms across React, TypeScript, Node.js, Python, PostgreSQL, and AWS. Strong at turning ambiguous product needs into measurable, production-ready systems.

EXPERIENCE

Hatchway Labs

Founder & Product Engineer

Pittsburgh, PA

Feb. 2026 — Present

- **Independent studio:** Formed a software studio focused on AI product development, full-stack prototypes, automation systems, and productized consulting services.

Eventbrite

Senior Software Engineer

Remote

Apr. 2023 — Apr. 2026

- **AI creator tools:** Designed and shipped AI-assisted content and workflow features for event creators, improving the speed and quality of ad campaign setup.
- **Creator product tour:** Built a flexible multi-entry product tour system with analytics alignment, increasing conversion from landing to published event by **11.7%**.
- **Paid media tracking:** Led TikTok pixel support and Google Ads gtag.js modernization across services, shared libraries, and Conversions Manager UI, restoring signal integrity and reducing tracking escalations.
- **Reliability & quality:** Resolved creator-impacting reliability issues, completed operational readiness review, authored on-call/audit runbooks, and established Playwright E2E coverage for critical funnels.
- **Cross-functional delivery:** Partnered with product, design, data, and marketing stakeholders to move ambiguous creator and advertising workflows from discovery through production launch.

Eventbrite

Software Engineer II

Remote

Nov. 2020 — Mar. 2023

- **Campaign creation platform:** Redesigned and shipped a modern React/TypeScript campaign creation workflow, increasing successful campaign creation and improving creator usability.
- **Advertising systems:** Built paid marketing features across PostgreSQL, React, and Flux, supporting campaign creation, tracking, optimization, and reporting workflows.
- **Frontend & analytics modernization:** Migrated shared UI components into a GitHub Package and modernized analytics libraries, improving cross-team velocity, consistency, and measurement accuracy.

ToneDen

Ad Operations Engineer

Los Angeles, CA

Oct. 2016 — Nov. 2020

- **Marketing automation platform:** Helped design and scale ToneDen's marketing automation platform as an early engineering hire, supporting high-volume advertising operations and rapid product growth.
- **Partner integrations & operations:** Collaborated with major advertising partners to implement campaign optimization, tracking, reporting, and operational tooling for high-spend customers.

SKILLS

Languages	TypeScript, JavaScript, Python, SQL	Frontend	React, Next.js, Webpack, Storybook, Figma
Backend	Node.js, PostgreSQL, REST APIs, serverless services	AWS	Lambda, API Gateway, CloudWatch, DynamoDB
Quality	Playwright, Jest, CI checks, operational readiness	Product	Creator tools, paid media tracking, AI-assisted workflows, analytics

PATENT & EDUCATION

Patent: Optimizing and Predicting Campaign Attributes — matching new advertisers to behavioral cohorts for better recommendations. US 11,127,032 B2.

West Virginia University — B.S. in Industrial Engineering

2011 — 2016