

JULIAN HARDEE

Full-Stack Product Engineer

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PROFESSIONAL SUMMARY

Full-Stack Product Engineer and **Systems Architect** with 10 years of experience building high-performance web applications and complex decision-support engines. Specialist in bridging the gap between sophisticated visual storytelling and rigorous technical logic, with a focus on simulation-driven architectures and AI-enhanced workflows. Proven track record of managing the entire product lifecycle—from bespoke design systems to scalable, edge-native infrastructure. Expert at implementing cost-aware engineering through Redis-based rate limiting and API bankruptcy prevention, ensuring that high-concurrency systems (such as event management and sports simulators) remain resilient and fiscally sustainable.

TECHNICAL SKILLS

Architecture & Backend:

- **Core Web Technologies:** HTML5, CSS3/SCSS (5+ years), Responsive Architecture, Web Standards, WCAG 2.1 Accessibility.
- **Full-Stack:** Node.js, TypeScript (strict), PostgreSQL, Drizzle ORM, Database Triggers, Connection Pooling
- **Serverless & Edge:** Vercel Edge Functions, Neon Serverless Postgres, Edge Caching, CI/CD
- **Auth & Security:** Clerk Auth, Session-based Auth, RBAC, OAuth (Slack), HTTP-only Cookies
- **Redis-based Rate Limiting & API Cost Optimization**

Frontend & Design:

- **Frameworks:** Astro 5, Next.js, React 18/19, Svelte, TypeScript, Tailwind CSS
- **Performance:** PWA/Service Workers, WebAssembly (Rust), Lazy Loading, Image Optimization, Lighthouse 95+
- **Design Systems:** shadcn/ui, Radix UI, Figma-to-Code, WCAG 2.1, Responsive Architecture

AI & Data Engineering:

- **Machine Learning:** Natural Language Processing, AI Summarization, Predictive Analytics, Time-series Analysis
- **Data Visualization:** Umami Analytics, Recharts, Real-time Dashboards, Social Analytics
- **Certifications:** Data Science (BrainStation 2025), AI & Data Science (AAA Institute 2024)

E-Commerce & Integrations:

- **Shopify:** Liquid, Storefront API, Checkout Extensions, Shopify Functions (Rust/WebAssembly),
- **CMS:** Sanity, Tina, Headless Architecture
- **Third-Party:** Resend (Email), Bunny CDN, Slack API, WooCommerce, Klavayo

Interactive Design Engineering:

- **Design-to-Code Pipeline:** Expert at bridging high-fidelity Figma prototypes to production-grade Astro 5 and React environments; specialist in creating component libraries that preserve design intent while maintaining strict type safety.
- **Motion & Interaction:** Implementation of complex CSS/SCSS animations and custom dithering shaders (WebGL/Three.js) to create high-engagement visual "vibes" without compromising bundle size or performance.
- **Performance-First UI:** Optimization for 95+ Lighthouse scores through advanced PWA/Service Worker implementation, Edge Caching, and asset optimization (Adobe Creative Suite) to ensure instantaneous user feedback.
- **Visual Systems:** Architecting scalable Design Systems that enforce typographic hierarchy, brand consistency, and WCAG 2.1 Accessibility across large-scale, high-concurrency applications.

PROFESSIONAL EXPERIENCE

Full-Stack Product Engineer | Times10 – Los Angeles, CA | Feb 2025 – Feb 2026

- **Asset Pipeline:** Managed high-fidelity visual assets and digital key art, ensuring pixel-perfect delivery across diverse device breakpoints and CMS platforms.
- **Brand Alignment:** Collaborated with stakeholders to translate broad marketing campaigns into interactive digital experiences for high-profile clients.
- **AI/ML Engineering:** Deploy AI-powered content summarization using NLP to automate client reporting workflows, reducing manual documentation overhead by 60%.
- **Database Design:** Engineer complex PostgreSQL schemas with Drizzle ORM, connection pooling, and automated migration pipelines for zero-downtime deployments.
- **Custom Commerce:** Develop Shopify Checkout Extensions using Rust/WebAssembly, implementing value-based BOGO logic (50% off second-most-expensive unit) that bypasses legacy Liquid constraints.
- **Third-Party Integrations:** Build Slack OAuth workflows, automated transactional email systems, and Bunny CDN file storage for scalable media handling.
- **Performance Optimization:** Achieve 95+ Lighthouse scores by replacing heavy tracking scripts with Umami and leveraging Astro's islands architecture and edge deployment.

E-Commerce & Web Development Manager | Hope Sews – Remote | Aug 2023 – Apr 2024

- **Frontend Strategy:** Directed frontend strategy and UX optimization for a global WooCommerce platform serving an international customer base.
- **Conversion Optimization:** Executed data-driven redesigns of checkout and product pages, utilizing A/B testing results to measurably increase conversion rates.
- **Global Performance:** Optimized platform performance via lazy loading, code splitting, and query optimization to ensure rapid global load times.
- **Compliance:** Enforced WCAG 2.1 standards, ensuring high-level accessibility and compliance across all digital touchpoints.

WordPress Developer | DigitalAgency.Support – Richmond, VA | Mar 2020 – Aug 2023

- Custom Environments: Developed custom web applications and e-commerce environments using modern JavaScript frameworks and WordPress.
- Component Libraries: Built reusable component libraries and integrated REST APIs for dynamic, high-traffic content delivery.
- API Engineering: Engineered secure payment gateway integrations and third-party API connections for diverse e-commerce clients.
- Custom CMS Development: Engineered bespoke WordPress themes and component libraries, bridging high-fidelity Photoshop mockups with functional, high-traffic content delivery systems.

Founding Engineer | Thoughtform Worldwide | 2017 – Present

Technical Leadership:

- Architect end-to-end product lifecycle from database schema design to Vercel edge deployment
- Implement secure payment gateways and third-party API integrations for diverse e-commerce clients
- Consult on growth strategy, scaling small businesses through performance tracking and conversion optimization
- Cross-Functional Collaboration: Acted as a primary technical and design liaison between product managers, copywriters, and stakeholders to execute marketing concepts from creative briefing to deployment.

EDUCATION & CERTIFICATIONS

- Data Science Certificate – BrainStation | 2025
- AI & Data Science Certificate – AAA Institute | 2024

FEATURED PRODUCTS:

- **Expansion Draft Simulator** (www.expansiondraftsimulator.com | [GitHub](#))
 - **Simulation & State Architecture:** Architected a high-performance sports strategy engine using Astro 5 and TypeScript, managing complex, real-time synchronized states to track player protection, selection, and roster requirements across deep datasets.

- **Algorithmic Rule Engine:** Developed custom logic to enforce league-specific constraints (eligibility, contract tiers, and service years), ensuring 100% accuracy in draft-legal simulations via Vercel Edge Functions.
- **ETL & Data Normalization:** Engineered a robust data transformation pipeline to normalize fragmented sports API data and CSVs into a performant, relational PostgreSQL (Neon) schema, optimizing query speeds for high-concurrency user sessions.
- **Reactive UI Engineering:** Designed a "zero-lag" interface using Tailwind CSS and Framer Motion that ensures instant UI updates and synchronized board states without layout shifts or re-rendering latency.
- **Traffic & Cost Orchestration:** Integrated Redis (Upstash) for advanced Rate Limiting and Request Throttling, mitigating "API Bankruptcy" and preventing system abuse while maintaining cost-predictability during high-traffic bursts.
- **AizuPass Event Management SaaS** (aizupass.com | [GitHub](#))
 - **Event Infrastructure:** Architected a web-based QR check-in and guest management system tailored for independent creative events, bridging the gap between RSVP collection and physical venue entry.
 - **API & Webhook Engineering:** Developed a robust API layer to handle real-time ticket validation, utilizing secure webhooks for third-party payment processing and automated attendee notifications.
 - **High-Concurrency Logic:** Engineered a performant "check-in engine" capable of handling rapid-fire scans via mobile devices, ensuring zero-latency database updates during peak event entry times.
 - **Privacy-First Architecture:** Implemented secure data handling for attendee lists and unique QR identifiers, focusing on RBAC (Role-Based Access Control) for event organizers and staff.
- **Adidas Activation Landing Pages & Global Events**
 - **NIL Summit & Save the Date** (nil-summit-save-the-date.vercel.app | [GitHub](#)): Engineered high-performance event landing pages and RSVP systems for premier athlete summits, focusing on rapid deployment and mobile-first interaction.
 - **CWC '25 & El Tráfico Activations** (adidas-cwc-25-cloudflare.pages.dev | [GitHub](#)), (adidas-el-trafico-landing-page-form-2025.pages.dev | [GitHub](#)): Deployed edge-optimized landing pages and secure registration forms using Cloudflare Pages, ensuring zero-latency performance during high-traffic global sporting events.
 - **FMH Landing** (adidas-fmh-landing.vercel.app | [GitHub](#)): Architected interactive brand experiences with a focus on typography and motion design to drive athlete engagement.

- **Adidas x D. Rose Event Platform** (<https://www.chicagohomegrown.com/invitation> | [GitHub](#)): RSVP and registration system for Derrick Rose events featuring dual-flow guest management (players vs. non-players), jersey number validation, automated check-in, and CSV export functionality.
- **Adidas x D. Rose x Fear Of God RSVP Platform** (drose-fog-rsvp-lp.vercel.app | [GitHub](#)):
 - **Event Logic:** Built a specialized RSVP and guest management system featuring custom validation logic and automated check-in workflows for high-profile community events.
 - **Performance Scaling:** Leveraged serverless architecture to handle rapid spikes in registration traffic while maintaining strict WCAG 2.1 accessibility standards
- **Adidas NIL Athlete Tracker** ([Demo](#) | [GitHub](#)): Production PWA for managing Name/Image/Likeness athletes with real-time social analytics (Instagram/X/TikTok), time-series data processing, task management, and offline-first architecture via service workers.
- **ANTA Brand Microsites**
 - **ANTA BHFA & Social Hour Run Club** (anta-bhfa-microsite.vercel.app | anta-x-social-hour-run-club-landing.vercel.app): Developed bespoke interactive microsites for global footwear launches, bridging the gap between high-fidelity Figma designs and production-ready code.
 - **Interactive Engagement:** Implemented custom animation sequences and responsive layouts to maintain brand alignment across diverse device breakpoints.
- **Times10 Ecosystem & Capabilities**
 - **Agency Web 2025** (times10.net | [GitHub](#)): Re-architected the core agency platform using Astro 5 and Vercel Edge functions, achieving 95+ Lighthouse scores through "islands" architecture and optimized asset delivery.
 - **10x Capes Deck** (capabilities.times10.net | [GitHub](#)): Engineered a high-fidelity digital capabilities presentation tool, utilizing React and Tailwind CSS to create a seamless, app-like experience for stakeholder pitches.
 - **Times10 Trackr** (trackr.times10.net | [GitHub](#)): Full-stack agency SaaS with PostgreSQL, Drizzle ORM, Slack OAuth, and AI-powered reporting. Features real-time time tracking, team collaboration dashboards, and automated client summaries.

- **890 Capital** (<http://www.890capital.com>): End-to-end development of a premium financial services marketing website.
 - **Bespoke WordPress Engineering:** Developed a premium financial services platform using a custom-hardened WordPress environment, bridging high-fidelity design systems with performant HTML/CSS.
 - **Visual Storytelling:** Executed a sophisticated visual identity and interaction design, focusing on advanced typography and fluid layouts for institutional clients.
 - **UX Optimization:** Designed and deployed responsive user journeys, ensuring seamless cross-platform performance and strict adherence to modern web standards.
- **Thoughtform Worldwide** (thoughtform.world | [GitHub](#)): This is the marketing website for Thoughtform Worldwide, a development studio specializing in technical infrastructure for creators and brands. The site showcases an interactive 3D hand model that responds to user interaction, featuring:
 - Custom dithering shader for a distinctive visual aesthetic
 - Mouse-responsive animations with floating motion and proximity-based effects
 - Responsive design with mobile-optimized interaction patterns
- **InkBugMerch** (inkbugmerch.com | [GitHub](#)): E-commerce quote system with 100MB+ file uploads, Neon PostgreSQL, Resend email automation, and Bunny CDN storage for a screen-printing business.