

JULIAN HARDEE

Senior Full-Stack Product Engineer

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PROFESSIONAL SUMMARY

Senior Full-Stack Product Engineer with 10 years architecting production SaaS platforms and AI-enhanced analytics systems. Specialized in serverless architecture (Vercel/Neon), real-time data processing, and framework-agnostic frontend engineering. Proven track record building secure, scalable systems—from NIL athlete management platforms processing 10k+ social data points to agency SaaS with AI-powered reporting. Expert in delivering high-stakes interactive infrastructure with 95+ Lighthouse scores and complex PostgreSQL database design.

TECHNICAL SKILLS

Architecture & Backend:

- **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:** Session-based Auth, bcrypt, RBAC, OAuth (Slack), HTTP-only Cookies, SQL Injection Prevention

Frontend & Design:

- **Frameworks:** Astro 5, React 18/19, Svelte, TypeScript, Tailwind CSS
- **Performance:** PWA/Service Workers, WebAssembly (Rust), Lazy Loading, Image Optimization, Lighthouse 95+
- **Design Systems:** 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:** 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

PROFESSIONAL EXPERIENCE

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

- **SaaS Architecture:** Architect production event infrastructure using Astro 5, React 18, and serverless PostgreSQL (Neon). Implement session-based auth, RBAC middleware,

and automated email systems (Resend) for RSVP management platforms serving 500+ attendees.

- **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 through Astro islands architecture, edge deployment, and aggressive lazy-loading strategies.

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.

Founding Engineer | Thoughtform Worldwide | 2017 – Present

Featured Products:

- **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.
- **Adidas NIL Athlete Tracker** ([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.
- **D. Rose Event Platform** (chicagohomegrown.com | [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.
- **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.

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

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.

EDUCATION & CERTIFICATIONS

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