

Jesse Novotny

Full-Stack Software Engineer

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SUMMARY

With **8 years** of experience building and scaling web and mobile applications using **Ruby on Rails, React/Redux, React Native**, and supporting technologies, I specialize in designing maintainable, high-performance systems that align technical architecture with real business outcomes.

My background in product development, sales, marketing, and operations enables me to collaborate across disciplines, translate complex requirements into pragmatic solutions, and deliver value in fast-paced environments. I bring a strong foundation in **test-driven development, Agile best practices, AWS-based infrastructure**, relational databases like MySQL, and extensive API integrations, and I take pride in balancing speed, quality, and durability.

Intentional risk-taking and long-term thinking guide both my engineering and life decisions, including selling our home in drought ridden Arizona, downsizing into a **fully connected RV**, and relocating cross-country for a more sustainable future.

TECHNICAL SKILLS

- **Backend & Full-Stack:** Ruby on Rails, Node.js, OAuth, API design and integrations
- **Frontend & Mobile:** React, Redux, React Native, JavaScript
- **Data & Search:** MySQL, Postgres, Elasticsearch, Redis
- **Cloud & Infra:** AWS (ECS, RDS, Lambda, SQS), Docker
- **Testing:** TDD, RSpec

RECENT ACCOMPLISHMENTS

[Mailprotector](#) - *Email Security SaaS for Managed Service Providers (MSPs)*

Software Engineer, October 2024 – Present

- Worked on business-critical full-stack features supporting MSPs and their customers, with a focus on reliability, performance, and operational safety
- Led a redesign of an Elasticsearch-powered email search engine, improving query performance while reducing index storage costs by \$100K+ annually.
- Championed the introduction of RSpec-based automated testing in a legacy codebase, defining a pragmatic testing strategy that scaled coverage from near-zero to 1,500+ unit and integration tests.
- Designed and implemented a Rails-based administrative interface to safely extend production visibility in a restricted-access environment, enabling configuration-driven diagnostics with minimal ongoing maintenance.
- Partnered closely with Support to triage and resolve production issues, improving incident response time and strengthening feedback loops between customer-facing teams and engineering.

[ThredUp](#) - *World's largest online clothing consignment & thrift store*

Software Engineer, March 2020 - March 2024

- Key contributor to a complete redesign of the inbound item processing system, addressing throughput bottlenecks and operational inefficiencies across high-volume warehouse workflows.
- Designed and implemented a system to continuously assess resale potential for incoming inventory, enabling early diversion of likely rejects and driving a ~90% reduction in manual data-entry effort, saving the business nearly \$2M annually.
- Green-fielded a React Native iOS application used by warehouse staff to capture high-resolution images at intake and automate real-time routing decisions based on ML-extracted attributes that previously required specialist review.
- Contributed broadly across applications supporting receiving, photography, listing, and fulfillment, helping scale systems that process millions of unique items annually.

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EMPLOYMENT HISTORY (cont.)

Track - *COVID-19 vaccination status tracking software for employers to maintain compliance with Executive Orders*

Software Engineer, October 2021 - December 2021

- Handpicked by the founding team to build the MVP under a compressed timeline, delivering core product workflows from the first commit through initial customer onboarding.
- Implemented critical platform systems including OAuth authentication, automated email integrations, user and admin management, bulk employee data ingestion, and an employee status tracking portal, with constraints around PHI handling, role-based access, and audit logging.
- Shipped rapidly without compromising data-sensitivity requirements, contributing to a launch that reached a first customer within 3 weeks and scaled to **\$250k ARR within 3 months**.

Hownd - *Automated offer distribution platform for SMBs*

Software Engineer, April 2017 - February 2020

- One of three engineers recruited to modernize and stabilize a large, undocumented Rails/Ember codebase supporting revenue-critical customer workflows.
- Contributed to features across the stack scaling our platform to 30M+ subscribers, and 600M+ email offers/year.
- Helped build a custom OAuth API and internal GraphQL service to support Hownd's mobile applications.

Student-Tutor - *Online and in-person private tutoring agency*

Head of Operations, August 2014 - November 2016

- Owned day-to-day operations in a lean startup, spanning sales, customer support, marketing, and internal systems, while designing and implementing digital marketing and sales funnels to improve lead conversion and revenue predictability.
- Contributed to UX improvements across the website and landing pages, applying SEO best practices to increase traffic.
- Automated scheduling, communications, and internal workflows using Infusionsoft, improving operational efficiency.

Solar One - *Residential solar and energy-efficiency solutions provider*

Field Sales Associate, March 2013 - August 2014

- Conducted in-home energy audits and presented tailored solutions to reduce household energy costs.
- Consistently exceeded sales targets and contributed to the refinement of sales scripts used across the team.

REI - *Outdoor gear and apparel retailer*

Sales Specialist, September 2011 - September 2012

- Led co-op membership enrollment for much of my tenure.
- Advised customers on equipment selection through strong product knowledge and needs-based recommendations.

Greenpeace New Zealand - *Int'l environmental advocacy non-profit*

Campaign Fundraiser, May 2010 - June 2011

- Conducted direct outreach to raise awareness and funding for local environmental initiatives.
- Surpassed fundraising goals during a pilot campaign in post-earthquake Christchurch.

EDUCATION

Flatiron School, Remote - November 2016

Certificate: Full Stack Web Development, Ruby on Rails, JavaScript, AngularJS

University of California, Santa Cruz - June 2010

Degree: Bachelor of Arts with Honors in Environmental Studies, Minor in Social Psychology