

# Jake Och

Software Engineer

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## EXPERIENCE

### Decima Technologies — Sr. Software Engineer

Dec 2022 - PRESENT

Boutique software development agency specializing in augmenting existing teams to design and build SAAS and B2C applications quickly

#### An E-Commerce Aggregator Platform

- Transformed an existing Laravel Livewire based ecommerce platform into a feature rich multi-vendor marketplace
- Built a system to automatically tag and categorize millions of products daily using AI - saving hundreds of hours each month and reducing tagging error rates to nearly 0%
- Architected and deployed a high-availability marketplace solution using AWS services (Lambda, EC2, RDS), increasing platform stability and reducing overall system downtime
- Built a serverless data processing pipeline and queue system, reducing data acquisition, cleanup and import time by over 70%.
- Implemented an instant in memory multi-faceted search to quickly find the exact Products, Brands and Merchants users are searching for within the Marketplace, increasing retention, time on site and overall shopper engagement
- Built a REST API to connect with other platforms and Merchant sites to simplify product management
- Rebuilt poorly performing and highly dynamic pages using AlpineJS to increase page responsiveness

#### Vehicle History Reports - A CarFax Alternative

- Updated and modernized an existing Laravel 5 based SAAS Product to Laravel 10
- Moved to a Serverless based architecture using Laravel Vapor and AWS Lambda allowing us to ship code 3x as often with no downtime
- Transitioned millions of rows from an undersized MySQL Database to an auto scaling RDS cluster. Rewrote underperforming MySQL queries to be more efficient, reducing page load time by over 75%.
- Improved data processing pipelines to efficiently import, clean and manage vehicle specs for every single vehicle Make, Model and year on the market
- Added full automated test coverage to legacy application using PestPHP

## SKILLS

PHP / Laravel (10+ years)

Javascript, HTML, CSS, AlpineJS

MySQL optimization

AI enhancements

Automated Testing

Vue / JS Frontends

Livewire, Vapor, Forge, Serverless

Cloud Architecture

AWS Lambda, EC2, DynamoDb, RDS

Data Processing

Task Automation

Restful API Design

## OTHER

Collaboration with executive team and other stakeholders

Extensive customer facing experience and communication

Translating business needs into engineering tasks

## **CommentSold — Sr. Software Engineer**

July 2019 - Dec 2022

### Sr. Software Engineer

- Created the Tier2 Engineering Support team which focused on expedited feature requests and bug fixes for clients bringing in more than \$1 million in GMV per year on the platform
- Deployed code 5+ times daily on a Laravel Platform generating over \$1 Billion each year
- Triaged hundreds of client requests each week to balance feature development with executive goals and direction
- Was the lead technical point of contact for some of our largest Shops, hosting video calls as needed to discuss pain points and find ways to drive revenue and increase retention
- Architected multiple API connections with other ecommerce platforms and social networks to increase product distribution
- Designed and built the MVP Point of Sale system to bring in-store transactions fully into CommentSold and save time with workarounds. Secured the data and feedback the executive team needed to confidently invest in a full POS iPad App project
- Worked as the Product Manager to build and release the first CommentSold Point of Sale iOS iPad app
- Worked with a lead Engineer to manage a team of 8+ devs to quickly build a new App from scratch in just a few short months.
- Led weekly product discovery calls with top performing Clients, each generating millions of dollars in revenue monthly, to align on must have features for the Point of Sale App
- Worked closely with the executive team to balance customer requirements with long term business objectives
- Led a successful product launch and rollout, instantly adding hundreds of thousands of dollars in weekly GMV and growing each week

## **A Software Agency — Lead Software Engineer**

Jan 2015 - July 2019

Worked as the Lead Software Engineer on numerous client projects, with a focus on established SAAS platforms. Significant time spent face to face with business leaders to understand their pain points and quickly develop solutions on time and budget.

### **EDUCATION**

#### **Northern Illinois University**

Computer Science