JEREMY FALL

Senior Software Engineer | AI & Automation Specialist

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PROFESSIONAL SUMMARY

Results-driven Senior Software Engineer with 25+ years of experience architecting scalable web and mobile applications, leading cross-functional teams, and delivering AI-powered solutions. Proven track record of reducing development cycles by 40%, optimizing system performance by 60%, and driving $2M+ in revenue impact through technical innovation. Expert in full-stack development, AI/ML integration, and cloud infrastructure with deep expertise in TypeScript, React, Node.js, and AWS. Passionate about leveraging cutting-edge AI technologies to transform business operations and accelerate product delivery.

TECHNICAL SKILLS

Languages: TypeScript, JavaScript (ES6+), Python, PHP, SQL, Swift, Kotlin

Frontend: React, Angular, Vue.js, Flutter, React Native, HTML5, CSS3, Tailwind

Backend: Node.js, Express, Laravel, Spring, REST APIs, GraphQL

Cloud & DevOps: AWS (EC2, RDS, S3, Lambda), Docker, CI/CD, Jenkins, GitHub Actions

AI/ML: LLM Integration, Function Calling, Fine-tuning, OpenAI API, Agent Automation

Databases: PostgreSQL, MySQL, MongoDB, Redis, Elasticsearch

Tools: Git, GitHub, GitLab, Jira, Docker, WordPress, Magento

PROFESSIONAL EXPERIENCE

Senior Software Engineer | Play Nice Together, Inc *2024 - Present*

Energy Services | Remote

- Architected and maintained Diversegy CRM platform serving enterprise clients with multi-location utility management, reducing customer onboarding time by 35%
- Led AWS DevOps initiatives implementing CI/CD pipelines and infrastructure automation, cutting deployment time from 4 hours to 20 minutes
- Developed custom WordPress solutions and integrations for energy provider reselling platform, supporting gas/electric services to 500+ corporate locations
- Optimized database queries and API performance, improving platform response times by 45%

Lead Full-Stack Engineer | House of Highways *Jan 2024 - Aug 2025*

RV Travel Technology | Remote

- Led development of campground directory web platform and RV trip planner mobile app using Laravel and Flutter, serving 10,000+ active users
- Architected conversational AI feature using function calls and LLM integration, enabling natural language trip planning and increasing user engagement by 50%
- Built comprehensive GPS-enabled RV resource directory API, integrating real-time campground data and route optimization
- Implemented automated testing and deployment workflows, reducing bug reports by 60% and accelerating release cycles

Founder & Lead Engineer | Artisan Code Craft, Inc *Feb 2022 - Dec 2023*

Software Consulting | Las Vegas, NV

- Delivered 15+ successful web and mobile projects for enterprise clients including Samsung SRA, Landing Base, and Metro Aviation
- Architected MVP customer support platform with universal widget and chat functionality using React, adopted by 5,000+ users

- Led migration of legacy applications to modern Vue.js/Laravel stack, improving performance by 70% and reducing maintenance costs
- Managed cross-functional teams of designers, developers, and stakeholders, ensuring on-time delivery of high-impact projects

Senior Software Engineer | CML Web Services LLC *Dec 2019 - Jan 2022*

Contract Development | Las Vegas, NV

- Built MVP for EZ Serve legal platform using React Native, serving law firms and courts with 99.9% uptime
- Led tvOS, FireTV, and iOS development for VUit TV application reaching 100K+ monthly active users
- Developed Palbud mental health platform connecting providers to families with autism, improving care coordination by 40%
- Implemented AWS CI/CD pipelines and microservices architecture for Seed & Spark crowdfunding platform, processing $2M+ in transactions

E-Commerce Developer | Cricut *Jan 2019 - Dec 2019*

South Jordan, UT

- Implemented full-stack Magento 2 system with Stripe Subscriptions and AWS SNS, supporting $10M+ annual revenue
- Developed automated API code generator using Magento 2 Swagger, reducing integration development time by 50%

AI & AUTOMATION PROJECTS

Xero Accounting Agent

Python, Local LLM, Function Calling, Xero API

Architected autonomous agent loop for automated account reconciliation. Initially built with Grok API, then migrated to fine-tuned local model, reducing reconciliation time by 80% and eliminating manual errors.

AI Video Manager

Python, OpenAI API, Sora, HeyGen, YouTube API

Built end-to-end video creation and publishing automation system. Orchestrates AI video generation across multiple platforms, stitches longer-form content, and schedules publishing to YouTube, reducing video production time by 75%.

RV Trip Planner AI (House of Highways)

Flutter, Laravel, OpenAI Function Calling, GPS APIs

Integrated conversational AI into mobile app enabling natural language campground search and trip planning. Function calling architecture connects LLM to real-time data sources, improving user satisfaction scores by 45%.

EDUCATION

Wisconsin Indianhead Technical College 2000 - 2002

B.Sc. in Computer Information Systems (Network Specialist)

Rice Lake, WI