Jeff Hui

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Goals

My professional goal is continuous growth and learning. This can be as broad as handling a financial audits. Or as narrow as using a new technology. I revel in collaborating with my peers or other roles. Communicating is not just enunciating one's intent, but to make sure terminology used by different professions are aligned.

Note: I'm not looking for a managerial role at this time. I want to refocus based on technical skills.
For Recruiters: Keywords are at the end.

At a glance

- **Mayvenn**: 2015-2023 (Senior Software Engineer; Lead Engineer; Director/VP of Engineering)
- **Pivotal Labs**: 2012-2015 (Software Engineer)
- **Apple**: 2011 (Software Engineer Intern)
- **Rensselaer Polytechnic Institute:** 2012 (Bachelors in CS)

Experience

VP OF ENG, MAYVENN – 2021-2023

Besides setting the technical vision and managerial duties, I was also responsible for filling / fixing gaps in the company's capabilities. The company wasn't hiring ICs at the time. Fixes ranged from small communications gaps, and other projects I was responsible for full delivery from project problem-to-live solution. I regularly saved the company hundreds of thousands of dollars a month in costs. It's best explained through examples:

- Handled the work related to a tax reporting & audits (reviewed by the CFO)
- Designed and rolled out Data Privacy and Compliance initiatives (CCPA, CPRA, etc.)
- Prioritized and oversaw accessibility compliance for the company's website.
- Legal support for the company (e.g. reviewing contracts, NDAs, discovery, etc.)
- Help set up technology for company's retail division (e.g. POS systems, inventory management, MDM, etc.)
- Set processes up for majority of the company for remote work.
- Started & completed the entire company from LastPass to 1Password, including personally walking through the process with employees to ensure a seamless transition.
- Negotiating with Vendors for Data, Engineering, Product, Retail, and Marketing SaaS. Saving the company $50k+/year in costs on this line item along.

Engineering, Data, and Customer Support also reported to me. But I still mentored other department heads.

LEAD ENGINEER, MAYVENN – 2017-2020

I lead the engineering team at Mayvenn, participating in architectural decisions, managerial duties, and hiring. Some highlights include:

- Worked cross functionally with Product, Data, Design, Marketing, Sales, and Customer Service.
- Scoped out work for engineering with third party vendor integrations. Partaking in the procurement process.
- Built the engineering hiring pipeline from scratch: phone screening, coordinating technical interviews, and onboarding. Manage communications with external recruiters. I ran technical interviews as a fallback. Trained other engineers to run technical interviews. I designed the process for hiring.

SENIOR SOFTWARE ENGINEER, MAYVENN – 2015-2017

After ramping up in 2 weeks (including the first week traveling to a conference!), I helped migrate from an outsourced, unstable Rails codebase to in-house. Responsible for rewriting the majority of the system in Clojure and ClojureScript (SPA).

The new system processed multi-million dollars in revenue from Stripe, Paypal, Zip (formerly Quadpay), Store Credit that scaled to Black Friday traffic. Built product & inventory tracking and promotion discounting systems. This included an E2E test suite that could verify the core customer journeys and admin journeys. We also had these E2E tests validate pixel analytics to quickly identify regressions in pixels misfiring.

Part of the system also included disbursements (paying out) stylists via GreenDot and PayPal. Also included deployment and provisioning via terraform and some automated build scripts (in Ruby) to work around some rolling deploy bugs with AWS ECS Fargate.

In addition, I also helped answer business queries using SQL, Looker, and Redshift.

SOFTWARE ENGINEER, PIVOTAL LABS – 2012-2015

I worked primarily in the labs division which did consulting from Fortune 500 companies to startups that need to hire and build a product team. Pivotal Labs is a full-service consulting company that builds high quality products at a sustainable pace while hiring a team (engineers, product managers, designers) to hand it off to.

My specialty was in iOS mobile development, but I also did:

- Android development (Java)
- Backend / frontend web dev (Ruby, Python, Node, Java, C#, SQL, NoSQL)
- Devops (As low-level as AWS, Chef or high-level like Heroku + addons)
- Lower-level iOS dev: (C++, Objective-C++, C)

Open source libraries contribution (Jasmine, Cedar, Quick, Nimble). I lead the Cedar open source project during my tenure and created the Nimble project.

I worked as individual contributor to team lead which includes programming, architecting, recruiting, hiring, training (engineers & PMs). Also, I've worked on Pivotal's Cloud Foundry.

I've done it all. I can also build a product from start to finish. I'm just not a designer (yet), although being part of the iOS community has rubbed off some UX sensitivity.

RPI, ESCE DEPARTMENT — 2010-2012

I worked on FIPS as an undergrad researcher, which is a system that assists in data aggregation of phasor data from power management units (PMUs) using network sockets and Ruby on Rails.

SOFTWARE ENGINEER INTERN, APPLE — 2011

I worked on internal software for the MacOS Program Office to help facilitate Project Managers keep track on deliverables for various product releases.

STUDENT FOR COCA BOOTCAMP, APPLE — 2010

I was accepted by Apple to attend a week-long course to learn iOS development. At the time, Apple only accepted 30 applicants nationwide for the program.

Education

Rensselaer Polytechnic Institute — Bachelors in Computer Science, 2012

Skills

Professionally Used Platforms: iOS, iPadOS, macOS, Android, Ubuntu Linux, Amazon Linux, Windows 10, AWS, GCP, Digital Ocean, Heroku

Casually Used Platforms: Linode, Hetzner, Fly.io, Azure

Proficient: Clojure, ClojureScript, Java, Swift, Objective-C, Objective-C++, C, Go, Python, Ruby, Javascript (Browser & Node), SQL, NoSQL, BaseCSS, TailwindCSS, ReactJS, Svelte, Docker, Pair Programming, Git, Sqlite, Postgresql, DynamoDB, Kafka, Ruby on Rails, Consul, Node, Terraform

Sufficient: C++, C#, Haskell, Elm, Chef, Puppet, Saltstack, Terraform, Excel, Looker, Redshift, Selenium, jQuery, Angular, Jenkins, Github Actions, CircleCI, AutoIt, AppleScript, Django, Typescript, Ansible, Nomad

Recent Interests: Elixir, Phoenix, NixOS, Bun, Deno, LLMs, Embeddings, QuickCheck