

Jack Gisel

PRODUCT-FOCUSED FULL-STACK ENGINEER

San Diego, California

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jackgisel.com

EXPERIENCE

Apple

Mar 2025 - Present

Full Stack Engineer

San Diego, California

- Maintain and extend a headcount-planning platform used by 2,000 people daily; contribute to page redesigns, simplify dense visualizations, and ship major workflows for multi-scenario modeling and long-range forecasting.
- Built web and mobile summit experiences for 20,000+ attendees, plus an end-to-end CMS for scheduling, topic submission and review, sitemap generation, multi-location navigation, and event administration.
- Led the frontend product experience for a RAG chat and agent platform, delivering seamless file management, polished chat, managed agent flows, and CLI, MCP, and Claude skills integrations; also lead GenAI office hours for a 4,000-person organization.
- Rebuilt hundreds of charts and tables for an internal analytics platform, replacing third-party software and reducing annual operating costs by approximately \$200,000.

TECH Go Python Django React Bun Hono Shadcn On-Prem Postgres Snowflake S3 Kube Argo ECS Docker

Ridgeline

Jul 2021 - Mar 2025

Senior Software Engineer | Product Engineer II | Product Engineer

Incline Village, Nevada

- Architected a horizontally scalable real-time pricing system designed to process billions of market-data ticks using Kotlin, Redis, and AWS ECS.
- Built a metaprogramming-driven security master in Kotlin that supported highly specialized asset classes without sacrificing a consistent product model.
- Led the rewrite of critical market-data services and built reusable migration tooling with user-based routing, shadow traffic, automated validation, and data migration.
- Owned DevOps and system design for 11 microservices across Lambda, ECS, Redis, S3, Step Functions, and load balancers; upgraded Python 3.7 to 3.11 and modernized Terraform while mentoring engineers and leading design reviews.
- Shipped a highly requested data-aggregation capability adopted by downstream services and refactored cloud infrastructure with Terraform to eliminate unnecessary compute, saving approximately \$20,000 per month.

TECH Kotlin Java Python React Redis AWS Terraform PostgreSQL DynamoDB

Brandwise

Jan 2022 - Aug 2023

Founding Engineer - Side Project

Remote

- Co-founded and shipped the original SaaS product, automating comment moderation for online and DTC brands running high-volume marketing campaigns.
- Built a Go event-processing backend that handled more than 25 million events during peak advertising hours.
- Created the Next.js customer experience with Tailwind CSS and shadcn/ui, integrating Stripe for subscriptions and payments.
- Exited after the product's growth and operational demands exceeded the time available alongside my primary role.

TECH Go Next.js TypeScript Tailwind CSS shadcn/ui Stripe GCP OpenAI

Ascend

Oct 2019 - Mar 2021

Full Stack Engineer

San Jose, California / Remote

- Built a React Native consumer debt-payoff product and an optimization algorithm that saved users an average of \$2,210.98.
- Designed actionable financial visualizations and added session replay and monitoring that surfaced more than 90 product bugs.

TECH React Native JavaScript AWS Lambda Firebase Express.js

Nexus

Apr 2020 - Feb 2021

Full Stack Engineer - Contract

Remote

- Built the core mobile and web experiences for a growing social network using Next.js, React, React Native, and TypeScript.
- Independently designed a scalable NoSQL and serverless architecture averaging \$0.0005 per user per month.
- Implemented NFC-powered profile sharing with Universal Links, bridging in-person interactions and digital profiles.
- Rebuilt the Shopify landing experience with Bootstrap, SCSS, and vanilla JavaScript, improving load speed by 19%.

TECH Next.js React React Native TypeScript NoSQL Serverless NFC Shopify SCSS

EDUCATION

San Jose State University B.S. Software Engineering, 2021