

# JEFF CARDINAL

Philadelphia, Pennsylvania • (678)-314-0200 • jeffcardinal@gmail.com • jeffcardinal.com

## BIOGRAPHY

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Software Engineer with 6+ years of experience building production applications and 4+ years developing complex React interfaces. Experienced in component architecture, design collaboration, and translating data-heavy systems into intuitive user experiences. Strong full-stack foundation with a preference for frontend and product-facing work. Graduated with a B.S. in Computer Science from University of Georgia in 2017.

## TECHNOLOGIES

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React	JavaScript/ TypeScript	HTML/CSS/Tailwind	Next.js/Node.js
Three.js/WebGL	JUnit/Jest/Cypress	Figma	Python 3
GCP/AWS	Java Spring Boot	Kubernetes/Docker	CI/CD

## EXPERIENCE

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**May 2021 – May 2024**

**Greenlight Financial Tech**

**Atlanta, GA**

*Software Engineer II*

### **Business Enablement Team**

- Architect and build reusable functional React components for internal customer service tools, connecting to Node.js backend
- Design and implement E2E user flow, solving for one-time shipping address, reducing customer support calls by 90% for this issue

### **Spend, Save, Give**

- Led redesign of UI components in Transaction History (highest-traffic feature) with new categorization and deduplication logic, reducing cognitive load and adding visual cues
- Partner with product designers to decide categorization look and feel - icons and colors were introduced for quick visual parsing of data, new backend data allows for filtering

### **Cards**

- Lead 0→1 design and implementation of new PIN Set Screen with React HTML CSS front end and Node.js backend with AWS events, build error tracking dashboard with DataDog
- Lead design for new backend Custom Card promotional flow, work with Auth team
- Improved E2E card activation and lifecycle systems, including third-party vendor APIs and event-driven processing, reducing customer service calls by 39%
- Migrate code components from monolith to microservices, convert to TypeScript
- Improve end-to-end test suite by increasing coverage for card flows from 65% to 90%
- Build dashboards, create metrics and monitoring, and on-call paging support provided via DataDog and Sentry

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**Jan 2018 – May 2021**

**The Home Depot**

**Atlanta, GA**

### SKU Mapping Store Infrastructure

- Develop app suite to dynamically send SKU-taxability maps to stores
- Design and implement complex and data-heavy React interfaces for tax accountants to paginate, filter, sort, and manipulate large SKU maps
- Maintain and develop Home Depot's new React-specific UI component library
- Participate in cross-functional user research design sessions with product and UX to critique and iterate on user flows before implementation
- Track user engagement patterns with heat maps, E2E test with Cypress
- Dynamic tax mapping reduces working time to update a SKU from days to minutes
- Create SKU Mapping API to publish 50k/day Pub/Sub messages to CouchDB
- Lead effort to secure app-to-app connections using OAuth 2.0

### Tax Service

- Design and implement a Common Tax API from 0→1 to serve as single source of truth for all of The Home Depot's sales, use and appliance tax transactions, reducing the number of applications serving tax from 3 to 1 and onboarding 10+ internal clients
- Spring Boot app serving 400 million transactions per year and scaling
- Maintain, query, and migrate MySQL and PostgreSQL databases
- Write Bash and Python scripts to support critical business processes, reducing risk of store SKU mapping failure by 95%
- Build CICD pipelines in Concourse and TeamCity, innovating test suite with expanded integration tests
- Provide metrics and monitoring with Wavefront, New Relic, Splunk, and Looker
- Create, deploy, and orchestrate Docker images to cloud platforms such as GCP and PCF

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**2015 – Current**

**PLUS100, LLC**

**Atlanta, GA**

*Founder, Art Director, Musician,  
Software Engineer*

### PLUS100, LLC

- Create responsive, animated, interactive 3D interactive websites with TypeScript, Three.js, Tailwind, WebAudio API and React
- Maintain custom React UI library, design visual hierarchy and typography to communicate visual language to drive user engagement and establish brand identity
- Synthesizers – Implement proprietary waveform via C++ using open-source Korg SDK
- VST3 plugins build in Steinberg SDK, JUCE, Max – design and implement GUI, implement DSP via C++ to create audio FX portable to both Mac and PC for use in any DAW
- 25 million+ streams, 15,000+ physical records sold to 10,000+ customers built from grassroots campaigns
- Create custom motion graphics using Adobe After Effects, Illustrator and Photoshop, 3D renders in Blender, with results as high as 10% social follower growth per post
- Create and manufacture vinyl records, cassette tapes, CDs, and other niche products to distribute worldwide in both web shops and physical stores in Japan, The Netherlands, UK, and the United States
- Design and run creative motion and still graphics via Meta Business Suite with CPR results as low as \$0.09, growing accounts
- Create artwork, produce, mix and master music for 50+ releases
- Design Shopify and Bandcamp storefronts, use analytics to implement new marketing strategies