

Michael Baker

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Full-stack software engineer with 15+ years delivering production software at scale. Deep interest in financial data: bookkeeping, analytics, invoicing, payments, and business intelligence. Built Stripe payment flows, D3.js dashboards, and reporting pipelines for real-world operators. Proven at large-scale enterprise (Apple, Cisco) and early-stage startups. Ready to own fintech features end-to-end and help independent businesses understand their numbers.

SKILLS & TECHNOLOGIES

Languages: JavaScript, TypeScript, Python, PHP, Java

Frameworks: React, Next.js, Node.js, Express, Angular, Vue, React Native

Fintech & Data: Stripe (authorize, hold, capture payments; recurring billing), Twilio SMS, D3.js, SQL analytics, dashboards, invoicing

Infrastructure: AWS, Docker, PostgreSQL, MySQL, MongoDB, Redis, CI/CD, Linux, REST APIs, Elasticsearch

AI/LLM: OpenAI API, Anthropic Claude API, LLM-integrated tooling

EXPERIENCE

Founder & Full-Stack Software Engineer · JetPack Devs LLC · Startup Engagements · Dana Point, CA · *March 2021–February 2026*

- Built a full financial operations platform for a real-world service business: D3.js + SQL dashboards, Stripe payment flows (authorize, hold, capture), automated invoicing, quoting, and Twilio SMS—end-to-end from data model to UI
- Designed and implemented the bookkeeping and analytics layer, giving operators clear visibility into revenue, outstanding invoices, and payment status
- Contributed full-stack engineering to several early-stage startups in fintech and SaaS, taking on short-term contracts and advisory roles across the period
- Founded a mentorship-driven software engineering staffing agency, placing engineers at Silicon Valley companies

Senior Software Engineer (IC4) · Apple Inc. · Sunnyvale, CA · *November 2017–October 2020* *Joined as contractor; promoted to Senior SE (Nov 2018); converted to Apple employee IC4 (Mar 2019)*

- Resolved a critical multi-hour outage of ATLAS—Apple's global technician training platform—under executive pressure, restoring access for 30K+ technicians across 510 stores and 5,000+ Authorized Service Providers worldwide
- Drove a 6-month front-end refactor of AppleCare's global training platform, delivering accessibility and localization across 180+ languages for tens of thousands of worldwide staff
- Built a device-agnostic Repair Simulator in PHP, Angular, JavaScript, and SQL—including the authoring backend for instructional designers—deployed globally to Apple Store technicians and 5,000+ ASPs
- Built an SVG-based interactive hotspot tool using Mustache.js and Handlebars.js; auto-detects part boundaries and renders overlays, deployed globally across Apple Stores and 5,000+ ASPs
- Built a centralized feedback portal with role- and clearance-based routing, priority/language tagging, and structured reproduction-step fields, cutting solution-finding cycles
- Mentored 5 engineers through 1:1s, pair programming, code review, and architecture guidance, reducing onboarding ramp by 1–2 weeks each

Full-Stack Consultant · Independent · Silicon Valley, CA · *November 2011–January 2017*

- Delivered projects for Walmart Labs, Chase, Telstra, Mirage Hotel & Casino, Discover Los Angeles, and Cielo (Latin America's largest payment processor), gaining exposure to payment, financial, and ecommerce workflows
- Built high-traffic consumer products and marketing platforms for clients across fintech, hospitality, and media

Software Engineer · Cisco · Mountain View, CA (Remote) · *June 2014–October 2014*

- Engineered the UI for [OpenSOC](#)—Cisco's open source big data security analytics platform for anomaly detection and incident forensics—including a real-time security alerts dashboard and ticketing system built on the ELK stack (Elasticsearch, Logstash, Kibana) and JavaScript, processing 1.2M+ network packets per second
- Built a Packet Capture (PCAP) module using JavaScript and Logstash to analyze raw network traffic in a hex viewer that highlighted grouped hex characters alongside labeled decoded data, including source and destination IP addresses
- Created the default home dashboard featuring live graphs of telemetry data sources, geo-location maps plotting the origin and destination of potential security threats, and drillable tables of itemized alerts
- Presented weekly SCRUM sprint demos and quarterly milestone reviews to Cisco executives

Full-Stack Software Engineer & Founder · Revolution Coding Team, Inc. · Mountain View, CA · *August 2010–September 2013*

- Led a team of 5 engineers building competitive analysis and reporting tools with animated data visualizations
- Built the original website for [Bluescape](#)—a visual collaboration platform that grew to 1M+ users and \$20.5M ARR
- Built the [AdBlock](#) website with animated demo, post-install landing page (A/B tested), and pay-what-you-want page for the #1 ad blocker on Chrome—50M+ users and 2.3M installs/week at peak
- Led front-end development for [Disconnect.me](#) v2 under a press embargo, including an interactive product tour and pay-what-you-want Bitcoin checkout; drove 250K+ new users and coverage in Lifehacker, TechCrunch, and Forbes
- Built the website for [Crowdly](#), a Techstars-backed advocate marketing platform serving Hilton, Lowe's, and BBDO

Full-Stack Engineer & Technical Co-Founder · GetArtUp · Mountain View, CA · *November 2011–August 2012*

- Built GetArtUp, a two-sided art marketplace connecting physical art installations and digital commerce through QR-based artwork and artist details, rent-or-buy purchasing, checkout, and artist onboarding

Full-Stack Engineer & Technical Co-Founder · Yupik · Mountain View, CA · *July 2011–November 2011*

- Co-founded and led product architecture for a YC-applicant social gifting platform combining wish lists, group money collection, and direct ecommerce checkout into a single embedded social experience
- Designed the end-to-end user flow from wish creation through group contribution to fulfilled purchase, integrating ecommerce product data, user-generated content (video, photos, blog posts), and social network sharing

Full-Stack Developer · HeilBrice, Flipside Designs, Young Company, White Barn Group · Orange County, CA · *June 2008–Sept 2012*

- Sole technical lead on 25+ end-to-end web projects across 15+ agencies—e-commerce, internal tooling, and marketing platforms—owning architecture, full-stack development, and launch

Lead Developer & Co-Founder · Osun Solutions · Orange, CA · *March 2007–August 2008*

- Co-founded a profitable media design and marketing agency; built interactive web experiences and brand identities for bands, actors, and creative agencies

Web Developer & Designer · Select University Technologies, Inc. · Newport Beach, CA · *March 2006–August 2006*

- Designed the websites, logos, and pitch decks for an early-stage inventions incubator; served as sole technical lead
- Moderated a high-traffic forum with hundreds of users while maintaining SEC compliance

OTHER EXPERIENCE

Active Investor · San Francisco Interdependence Group LLC · San Francisco, CA · *January 2021–December 2025*

- Led a group of 4–10 investors to acquire a \$1M+ residential rental property via a court-ordered partition sale—navigated 20 months of active litigation as buyer, drove legal and negotiation strategy, and prevailed

EDUCATION

Computer Science & Engineering—emphasis in Scientific Visualization

Syracuse University · Chapman University · University College London · Gnomon School of Visual Effects · 2000–2007