

Michael Baker

Full Stack Software Engineer
Dana Point, California
michael.baker@definite.dev
linkedin.com/in/cleverbaker
github.com/cleverbaker

Experience

Founder / Full Stack Software Engineer · Dana Point, CA · March 2021 – February 2026

JetPack Devs LLC (Mar–Oct 2022) · Armoni Senior SE Talent (Feb–Jul 2023) · Look Window Cleaning CRM (May–Dec 2025)

Founded JetPack Devs LLC, a developer-centric software engineering staffing company focused on mentorship and engineer growth, during a period that also included personal investment management and family caregiving. Built products and operations tooling across staffing and home services ventures through 2026, including a custom CRM.

- Architected and built an end-to-end operations platform for a home services business, including dashboard reporting (D3.js + SQL), pre-authorized Stripe payment flows, and Twilio SMS notifications
- Built quoting and invoicing tooling integrated with Stripe's PaymentIntents and SetupIntents APIs
- Founded a software engineering staffing agency with a mentorship-driven model, supporting engineers in landing roles with Silicon Valley technology companies

Full Stack Software Engineer — Apple Inc. · Sunnyvale, CA · November 2017 – October 2020

Joined as Software Engineer contractor in November 2017, promoted to Senior Software Engineer contractor in November 2018, and converted to Apple employee as Senior Software Engineer (IC4) in March 2019

- Led a 6+ month front-end refactor of AppleCare's training platform for tens of thousands of staff worldwide, with ownership of accessibility and localization compliance across 180+ languages and dialects
- Built a device-agnostic Repair Simulator in PHP, Angular, JavaScript, and SQL, deployed globally to Apple Store technicians
- Engineered an SVG-based parts-highlighting tool for repair training, using overlay path direction logic to highlight hardware components
- Diagnosed and resolved a critical multi-hour outage of ATLAS — Apple's global technician training platform — restoring access for 30+ course designers and tens of thousands of certified technicians across 510 retail stores and 5,000+ Authorized Service Provider locations worldwide, preventing an estimated additional day of global training disruption
- Mentored 5 engineers through pair programming, code review, and architecture guidance — cutting onboarding ramp by 1–2 weeks each

Full Stack Developer / Consultant · Orange County and Silicon Valley, CA · June 2008 – January 2017

Personify, Big Bad Goose, HeilBrice, Flipside Designs, Young Company, White Barn Group, and others

- Delivered 25+ end-to-end web projects solo across 15+ agencies, owning information architecture, design, full stack development, and launch for small businesses and regional brands
- Delivered projects for Walmart Labs (internal BI tooling), Telstra—Australia's largest telecom, Chase, Mirage Hotel & Casino, Discover Los Angeles, Lauren Conrad, and Cielo—Latin America's largest payment processing company
- Built and documented PHP + SQL features with secure data handling for e-commerce, marketing, and web application projects
- Built the official Valentine's Day Card Creator Facebook app for City of Heroes, NCsoft's superhero MMO with 125,000+ subscribers and 1M+ lifetime players
- Built the launch website for After Dark Action — a 5-film action franchise from After Dark Films starring Jean-Claude Van Damme, Dolph Lundgren, and Christian Slater, released theatrically and on VOD nationwide in May 2012

Software Engineer — Cisco · Mountain View (Remote) · June 2014 – October 2014

- Developed UI for Cisco's OpenSOC, a big data security analytics platform processing 1.2M network packets per second in real time

Full Stack Software Engineer — Revolution Coding Team, Inc. · Mountain View, CA · August 2010 – June 2014

- Built the original website for Bluescape, a visual collaboration platform that grew to 1M+ users and \$20.5M ARR
- Built the first website for Crowdly, a Techstars-backed advocate marketing platform that grew revenue 300% YoY and helped brands including Hilton, Lowe's, and BBDO reach 1M+ organic advocates
- Built a web scraping pipeline and custom SEO keyword analysis algorithm for SpyderFix™, a patent-pending SaaS tool that aggregated 35+ data sources across web, paid, social, and mobile to deliver competitive intelligence reports in under 5 minutes
- Led a team of 5 building competitive analysis and reporting tooling with animated data visualizations for marketing agency clients
- Built the pay-what-you-want post-install landing page for AdBlock — the #1 privacy browser extension, 50M+ users, 2.3M installs per week at peak — which we then A/B tested against AdBlock's traditional donation page, during a period of 35%+ annual growth
- Built the front-end for Disconnect.me v2 in March–April 2013 on a press embargo deadline — including a fully-interactive product tour and pay-what-you-want form with Bitcoin — v2 gained 250,000+ new users, covered by Lifehacker, TechCrunch, and Forbes

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

- Developed Flash websites in ActionScript with video, music, and animated intros for bands, actors, and creative agencies
- Developed brand identities for new companies, including naming, logo design, and business cards
- Co-founded a profitable media design and marketing agency with a niche in producing innovative Flash websites

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

- Designed website, logo, and pitch deck for an early-stage inventions company; served as webmaster and sole technical lead
- Moderated a high-traffic forum with hundreds of users; worked with legal to ensure SEC compliance within a penny-stock-adjacent investing community

Skills

Languages: JavaScript, TypeScript, Python, PHP

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

Databases: PostgreSQL, MySQL, MongoDB, Redis, SQLite

Tools: AWS, Docker, Git, CI/CD, Linux, REST APIs, OpenAI / LLM APIs, Elasticsearch

Education

Scientific Visualization studies — Chapman University · Orange, California · 2005–2007

3D Model Animation studies — Gnomon School of Visual Effects · Los Angeles, California · 2004

Computer Science studies — Syracuse University · Syracuse, New York · 2001–2003

Web Design studies — University College London · London, England · June–July 2000

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 through a court-ordered partition sale — navigating 20 months of active litigation as the buyer, driving the legal and negotiation strategy, and ultimately prevailing
- Won an auction, earned some priceless lessons

Bitcoin History — Mastermind Series Host · Online · April 2021 – June 2021

- Hosted a 10-part, 20-hour mastermind series for 30 students, retelling insightful events and key developments of Bitcoin's first decade