

JESSE JAFFE

FULL-STACK SOFTWARE DEVELOPER | PRODUCT BUILDER | FOUNDER

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PROFILE

Product-minded full-stack developer and startup founder who learned software by repeatedly building the technical core of real businesses. Since earning a business degree in 2012, progressed from defining markets and operations to designing, coding, and operating production systems across web, mobile, AI/ML, payments, data, and infrastructure. Brings founder-level product judgment, fast execution, and clear communication to contract engagements, W-2 roles, and product partnerships.

SELECTED PRODUCT EXPERIENCE

INDEPENDENT SOFTWARE DEVELOPER & PRODUCT BUILDER | 2024 - 2026

Magnetic AI - Cross-Platform Consumer Product & Paid Rating Marketplace | iOS, Android & web

- Built and launched a photo-feedback product across Flutter mobile clients and a Next.js web application; reached **hundreds of users in the first month**.
- Designed a Node.js, Express, PostgreSQL, and Sequelize backend spanning authentication, photo processing, subscriptions and in-app purchases, Stripe, background queues, WebSockets, and production operations.
- Built a paid-rater workflow that verifies contributors, assigns photo batches, captures 1-5 ratings and response times, tracks earnings and referrals, enforces configurable limits, and supports PayPal cashouts.

Matchmaker Intelligence & Photo Labeling | [case study](#)

- Adapted the rating infrastructure into a B2B workflow where matchmakers fund rating collection, clients reveal attraction preferences, and matchmakers learn what each client likes and dislikes before selecting candidates.
- Built two connected applications that turn client ratings into editable, approved preference models and apply those models to rank new candidate photo batches with explainable factor breakdowns and CSV export.
- Created a [67-question labeling pipeline](#) using confidence-gated Gemini models, sampled human QA, MediaPipe, and PyFeat; reduced analysis cost from roughly **\$1 to \$0.01 per photo** while preserving a traceable review path.

Codex Orchestration - Open-Source AI Developer Tool

- Built and maintain a Codex-native plugin that scores task complexity once and routes implementation across seven model/effort lanes, preserving high-capability reasoning for difficult executive decisions while moving settled work to less expensive models.
- Designed bounded-context handoffs, independent acceptance checks, safe install/update flows, and a verification suite covering hook behavior, latency budgets, continuity, routing boundaries, telemetry migration, and installer safety.

ADDITIONAL SELECTED WORK

AI CRM & Field Operations Software | Product, full-stack, and AI systems

- Built an **AI-powered CRM** that turns public-web evidence into reviewable leads, separates identity confidence from business fit, supports shared claiming and outreach history, and records AI decisions and costs in PostgreSQL.
- Built a **tool for EcoFi**, a responsive field-plan editor that converts site images into reusable lighting plans with normalized coordinates, directional fixtures, queued autosaving, statistics, and deterministic fitted PDF reports.

The Bully Stops Here - Author & AI Product Builder

- Authored a practical, illustrated anti-bullying book informed by years spent building a social-media response network that defended brands from coordinated troll attacks.
- Built a free website with an AI coach grounded in the first chapters of the book; readers practice responses to realistic bullying situations and receive contextual feedback using the OpenAI Responses API and Web Speech API.

EARLIER STARTUP EXPERIENCE

STARTUP FOUNDER & OPERATOR | 2012 - 2023

- Started and operated businesses after college, owning product strategy, customer discovery, revenue, operations, and delivery. Each venture contained a growing software component, creating the practical path from business operator to highly capable full-stack developer.
- In 2021, built a Node.js crypto micropayments engine for a distributed social-media response network, with batch transfers, account-specific variable payouts, multi-token support, and reward tracking.
- The micropayments-enabled business generated **\$300,000 in revenue over 24 months** (2021 - 2023).

TECHNICAL CAPABILITIES

Languages: TypeScript, JavaScript, Python, SQL, Dart; additional experience with Go, Ruby, and PHP

Frontend & mobile: React, Next.js, Vite, Tailwind CSS, React Query, Flutter, Riverpod

Backend & data: Node.js, Express, FastAPI, PostgreSQL, Prisma, Sequelize, SQLAlchemy, REST APIs, Socket.IO, Celery, Redis

AI, product & infrastructure: OpenAI and Gemini workflows, confidence routing, computer vision, authentication/OAuth, payments and IAP, background jobs, Linux, Docker, PDF generation, testing, deployment

EDUCATION

Wake Forest University | Bachelor's Degree in Business | 2012

Available for contract software development, W-2 roles, and product partnerships.