

Kevin Coleman

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SUMMARY

Over 9 years of experience as a software engineer with an emphasis on building full-stack apps, as well as AI-driven features. Excels at owning systems end to end with an emphasis on data, API, and platform layers. Proven track record of building and delivering on product needs, no matter how ambiguous, and owning them from greenfield to maintenance mode.

TECHNICAL SKILLS

Languages: Ruby, JavaScript, TypeScript, SQL

Technologies: Docker, Ruby on Rails, Git, Node.js, React.js, PostgreSQL, Vue.js, REST APIs

Tools: Elasticsearch, AWS (ECS, ECR, EC2, S3, SQS), GitHub Actions, Datadog, Holistics, dbt, BigQuery, Sidekiq, RSpec, OpenAI API, Gemini, Google Cloud Vision, Hotwire/Turbo, MCP, Lob, Stripe, Recurly, Chargebee, Campaign Monitor, Iterable, Mailchimp, Claude Code and Codex

EXPERIENCE

Spaceback (Acquired by Rembrand) | Remote

June 2023 - Present

Principal Engineer

- Drove AI adoption with MCP (AdCP) tooling, an autonomous internal Slack agent with creative generation and BI tools, and brand-aware AI-generated text and audio
- Designed CSV ingestion pipelines for reporting (handling ~800 million impressions and backed by a dbt/BigQuery/Fivetran/Holistics reporting stack) and creative datasets (automating the creation of ~60k ad units), built external third-party APIs for display and VAST ad creation, and contributed to Spaceback's Social Display and VAST product offerings
- Developed integrations with third-party APIs like Google CM360/DV360, AWS Deadline, Gemini, Google Cloud Vision, Mailchimp, Walmart Creative Connect, and ElevenLabs
- Migrated CI/CD to GitHub Actions and halved deploy times (~60 → 30 min) and cut test runs roughly 3x (45 → 15 min) via test-suite parallelization and Docker build caching; hardened the pipeline with additional RuboCop, TypeScript, and Jest checks.
- Led significant Rails (5.2 to 7.0) and Ruby (2.5 to 3.0) major version upgrades in a large legacy codebase and Active Elastic Job/SQS with Sidekiq Enterprise
- Improved reliability of an After Effects/Nexrender video rendering pipeline on AWS Mac Metal EC2 instances handling renders of ~400,000 video creatives to date
- Pioneered Datadog observability with correlated APM, RUM, and logs to enable easier monitoring and discoverability of emergent production issues

Brightline | Remote

April 2022 - June 2023

Staff Engineer

- Technical lead for the growth team, building marketing tools to reach health plan subscribers eligible for Brightlight services
- Engineered Redis-backed data ingestion pipelines for FTP based ingestion of large health-plan eligibility files (hundreds of thousands to millions of members) and subsequent processing to determine members' eligibility based on whether they had eligible dependents
- Built dynamic direct mail templates that allowed easy configuration for new insurance clients, cutting onboarding time for new clients by more than 10x and powering personalized direct mail outreach to hundreds of thousands of eligible subscribers.
- Developed a lightweight Ruby microservice to absorb high-volume mailing-status webhooks and keep delivery tracking reliable

Cerebral | Remote

October 2020 - April 2022

Senior Software Engineer -> Engineering Manager

- Led initial implementations of the company's first insurance billing system with custom Chargebee invoices and health insurance portal integration via Change Healthcare's API
- Bootstrapped a new Rails API backend to support our debut React Native mobile application
- Architected various CI/CD pipeline improvements from initial adoption to a custom implementation of feature based developer environments with Helm and Kubernetes used throughout the department.
- Championed department-wide initiatives to improve test coverage (increasing by 3-4x), reduce latency (reducing egregious endpoint latencies by up to 90%) and maintain and improve a rapidly growing Rails application by enforcing greater API contracts between different modules using domain-driven design principles.
- Hired, trained, and managed multiple teams in Vietnam, as well as Latin America, as well as one mostly US-based team collectively responsible for the internal EMR application, in addition to insurance eligibility and billing functionality.
- Introduced Datadog for application monitoring, logging, and performance analysis, and feature flags to enable easier, fine grained testing of new functionality without exposing all users to possible broken features.

LegalNature | Los Angeles + Remote

August 2017 - October 2020

Software Engineer -> Senior Software Engineer

- Built a reusable form engine and builder, as well as a checkout flow to power estate planning, passport, and other legal products
- Owned billing and payments, refined existing Stripe subscription workflows, ensured SCA compliance, and architected a new payment system on Recurly, as well as a high-touch business compliance subscription renewal system with automated alerts
- Created a web- and fax-driven framework for automating business formation and compliance filings

Nationbuilder | Los Angeles

June 2014 - August 2017

Frontline Engineer -> Services Engineer -> Services Manager

- Managed a team of data engineers to refresh and improve the integrity of voter files from all 50 states and built a dashboard to manage and track progress
- Standardized, deduplicated, and imported demographic, membership, financial, and marketing data to onboard clients

PROJECTS

Recipio | Ruby on Rails, OpenAI and Gemini APIs

August 2023-Present

- Imports recipes from URL, photo, and voice and text notes, extracts instructions, ingredients, and categorizes them
- AI-driven and grocery store section optimized shopping lists, meal planning, logging, and rating
- Live AI agent that allows intelligent recipe discovery based on ingredients on hand, as well as provides support with instructions, ingredients, and preparation while making the recipes

EDUCATION

Occidental College | Los Angeles, CA

May 2014

B.A. in Political Science

Water Polo team, NCAA DIII, Captain, Senior Year