

NOAH MOSHER

Lead Software Engineer

PROFESSIONAL SUMMARY

Lead Software Engineer with 7+ years of enterprise application development, specializing in building performant, scalable, and secure applications for startups and large organizations. Subject Matter Expert in React (Typescript, Nextjs, VueJS) with a deep focus on component architecture, state management, and performance optimization. Proven track record leading high performing teams delivering user-facing features to millions of daily users across fintech, e-commerce, and content platforms. Strong advocate for testing, automation, and cross-functional customer driven development.

EMPLOYMENT HISTORY

SDE II FRONTEND

Nov 2024 - Present

FIGS - Santa Monica (Remote)

- › FIG Teams(B2B) Group ordering, employee gifts, personalized embroidery, and bespoke shopping experiences in team stores.
 - Led development of an internal admin portal (React, TypeScript, Shadcn, TanStack Query, GraphQL) that gave Customer Experience and Business Development teams self-serve tools to create, manage, and support client accounts.
 - Built a reusable React component library adopted across many domains/apps, unifying brand presentation and cutting duplicate UI work.
 - Designed and implemented GraphQL queries and mutations powering core B2B workflows end-to-end.
 - Developed custom Shopify Functions to enable tiered/negotiated discounting logic for organizations, HCPs, and programs.
 - Drove adoption of AI-assisted development practices across the FIGS monorepo, improving developer velocity and timelines.
 - Rotated through Operational Excellence, reducing tech debt, triaging production outages, and monitoring system health across FIGS services.

LEAD SOFTWARE ENGINEER, FINTECH

Jul 2023 - Jul 2026

PSQH - West Palm Beach (Remote)

- › Led Development for PSQ Payments merchant financial services platform. Building modern, responsive experiences that reduced onboarding overhead, improved developer experience, and unlocked new revenue opportunities for merchants.
 - ♦ Led the development of the merchant portal using Next.js with TypeScript, implementing component driven architecture and reusable libraries that enabled quicker development of greenfield applications.
 - ♦ Led the development of a financial services admin portal for internal users. Used role based access control principals to provide unique experience to developers, sales team, customer service, and read-only users.
 - ♦ Architected and Implemented automated KYC process for collecting business specific information, required documentation, and electronic contract delivery and signing.
 - ♦ Implemented Hubspot Integration to align sales pipeline data with merchant portal data to automate merchant contract creation, platform invitations, and salesperson commission calculations.
 - ♦ Architected and implemented a robust automated testing framework using Faker and Playwright for both unit and acceptance tests. Unlocking developer confidence and code resilience.
 - ♦ Architected and implemented React Query and Mutation pattern for streamlined state management and rich experiences through optimistic updates, and effective error handling.
 - ♦ Assisted in API development through diagramming and RFC sessions to ensure data model was in lock step. Enabling Frontend and Backend work to happen in parallel to eliminate handoffs and work in progress.

- ♦ Implemented RESTful API endpoints in .NET using Entity Framework, and mediatr pattern. Wrote Automated Acceptance, Integration, and Unit tests using factories and fakers.
- ♦ Implemented and maintained public facing developer documentation website using docusaurus and React. Wrote guides on various concepts and flows. Enabling developer and API first implementations for our merchants.
- ♦ Interviewed, hired and mentored 6+ engineers on ways of working, Next.js and React best practices, and professional development. Performed code reviews, planning sessions, 1:1's, and reviews. Led effort to empower engineers to work across the entire tech stack autonomously.
- ♦ Collaborated cross-functionally with internal and external stakeholders. Worked with CTO and Product Managers to develop team roadmap and priorities. Translate complex business problems into user journeys and stories. Provided estimates on scope, delivery, and unknowns.
- ♦ Performed PCI and SOC 2 Compliance reviews and updates.
- ◊ Led Development of PSQ Marketplace commerce platform connecting 80,000+ merchants and their e-commerce product catalogs and shops to one unified cart and checkout experience.
 - ♦ Led the development of the Next.js component library leveraging tailwind themes for dynamic styling.
 - ♦ Designed and implemented a payment method wallet solution to allow customers to save and reuse payment methods. Leveraged Basis Theory for payment tokenization and Stripe for payment processing.
 - ♦ Architected and Implemented Blog Platform for marketing and merchandising team to add content dynamically. Leveraged Sanity for flexible CMS schema and Next.js SSR and ISR to ensure content stays up to date without needing to involve any development resources.

FULL STACK SOFTWARE ENGINEER

Jan 2023 - Jul 2023

Biofire - Denver (Remote)

- ◊ Led the architecture and development of greenfield e-commerce, product configuration, reservation, and order management application as the sole web engineer in a startup of ~25 employees building the world's first biometrically secured firearm.
 - ♦ Presented plans for Full-Stack server-less application to CEO and COO for project approval.
 - ♦ Wrote Detailed User Stories, Provided estimates of delivery date, and illustrated tradeoffs to stakeholders.
 - ♦ Designed high fidelity designs for the entire MVP in Figma.
 - ♦ Implemented Next.js application for product configurator to support customer selection of 300+ possible permutations while dynamically updating the preview model to show customers their configuration in multiple angles in real time.
 - ♦ Implemented GraphQL Queries and Mutations for Product configurator, customers, and order management.
 - ♦ Implemented Apollo client data query and mutation hooks to establish patterns to be used across the app.
 - ♦ Implemented atomic component design system using Next.js and Material UI. Created Molecules and Organisms for reuse across the application.
 - ♦ Implemented blog platform and page builder using Sanity and Next.js enabling marketing team to upload dynamic content without the need for any deployments or developer resources.
 - ♦ Implemented data pipeline integration to pipe data into Palantir Foundry to maintain workflows of legacy e-commerce applications.
 - ♦ Delivered all MVP functionality in a very tight timeframe.

LEAD FRONT END ENGINEER

Mar 2022 - Apr 2023

Parlement Technologies - Nashville (Remote)

- ◊ Led frontend development of greenfield NFT minting platform on the Solana blockchain. Working on a small team of 3 engineers in a company of less than 50 employees built a first of its kind Web3 platform.
 - ♦ Architected and implemented frontend component library leveraging Next.js with TypeScript. This library enabled quickly building out the core e-commerce experiences.
 - ♦ Implemented Server Side Rendering and Lazy Loading Patterns to support large product sets.

- ♦ Implemented MetaMask and Stripe with checkout flow to enable Credit Card, Bank Account, Apple Pay, Google Pay, and Crypto payment methods. Supported NFT minting and delivery to proper wallet address.
- ♦ Architected and implemented User Accounts system for order tracking, user profile, and support.
- ♦ Implemented Automated Tests using Cypress and React Testing Library. Achieved over 90% coverage, increasing developer confidence and streamlining QA processes.
- ◊ Architected and implemented ads dashboard for social media application using VueJS. This eliminated a lot of back and forth as well as human touch points in the pipeline of the biggest revenue generator for the company. Increased Ad sales by over 40%
 - ♦ Built admin dashboards for tracking ads for clients, provided metrics such as ad spend, impressions, clicks.
 - ♦ Implement Ad Builder for merchant self service. Implemented relevant API endpoints and UI to allow for copy and content collecting, budget details, and scheduling. Allowing for less human touch points.
 - ♦ Built Ad Review Service for internal users to review submissions and approve or deny them with automated follow emails and invoices.
 - ♦ Implemented invoice service for collecting payment for ads. Automated Stripe invoices sent to customers, status updates via webhooks upon successful payments, automated scheduling and serving of ads.

REACT DEVELOPER

Oct 2021 - Mar 2022

Promax - Bettendorf

- ◊ Migrated legacy automotive dealership windows application to modern React Web App using Next.js with TypeScript.
 - ♦ Converted legacy delphi application to updated Sketch designs. Develop high fidelity source of truth designs from old system for more responsive and performant architecture
 - ♦ Wrote user stories and led Agile planning sessions. Translated designs into executable tasks with clear acceptance criteria for junior developers to implement.
 - ♦ Implemented atomic component library using Ant Design System and SCSS Modules. Enabled quicker development of common interfaces, while providing customization where the designs requested it.
 - ♦ Implemented data layer middle-tier using Next.js server-less functions. Allowed for reuse of legacy data model and apis while providing type safety and common modern data fetching pattern.
 - ♦ Implemented Dealer Desking Functionality. Allowed for real-time responsive UI to build car deals for specific customer, vehicle, and credit bureaus.

SOFTWARE ENGINEER

Apr 2019 - Mar 2020

John Deere - Moline

- ◊ Developed John Deere's JDLink platform that connected billions of data points to their machines for use by dealers and customers.
 - ♦ Architected and Implemented custom report service. Allowed for users to self service and generate reports based on their needs. Allowed for users to select the machines, data points, interval and method of reporting. This was a direct ask from 100's of customers and greatly reduced CS overhead and pain points.
 - ♦ Built UI Report Builder using React, CSS, and React Hook Form.
 - ♦ Created robust custom email templates using MJML for report delivery
 - ♦ Created AWS Lambda functions for server-less execution of these recurring report jobs.
 - ♦ Implemented Java Services to fetch data, generate reports, and send notifications. Supported complex filtering and ordering logic.
 - ♦ Created Monitoring Dashboard for executives and product team. Leveraged Google Data Studio to pull in error metrics for multiple services and applications for JDLink. Provided visualization to show where in the world users were having issues and correlate the issues on the map to the service(s) that were struggling.

TECHNICAL SKILLS

Frontend Development

React (Hooks, Context, Server Components), [Next.js](#), VueJS, TypeScript, JavaScript (ES6+), HTML5, CSS3, SASS/SCSS, Tailwind CSS, Shadcn, Radix, Ant Design, Material UI, Styled Components, Responsive Design, Redux, Zustand, React Query, Apollo Client, SSR, ISG, Lazy Loading, Ruby on Rails.

Content Management

Sanity, Contentful

Backend & APIs

.NET 8+, Kotlin, Ruby on Rails, RESTful API, GraphQL, [Node.js](#), Nest.js, Express, WebSocket, OAuth 2.0, JWT

Testing & Development

Jest, React Testing Library, JUnit, Fluent Assertions, Playwright, Cypress, Storybook, ESLint, Prettier, TDD/BDD, Cursor

Database

PostgreSQL, MongoDB, Elasticsearch, LocalStorage/IndexedDB, Prisma, Supabase

DevOps & Cloud

Docker, Kubernetes, CI/CD (GitHub Actions, Vercel), AWS, GCP, Nginx, Git

EDUCATION

DIPLOMA 2012 - 2016

Moline Sr High School *Moline*

▹ Academic All-Conference Football (4 x), Presidential Scholarship Award Winner, National Honor Society, 4.2 GPA
