

# Jackson Marketon

## Senior Staff Engineer

*Shipping what matters now. Scaling it to what matters next.*

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Engineering leader with 10+ years driving product-led technical initiatives at scale—and I still write code every day. I work at the intersection of product strategy and hands-on engineering: understanding what the business actually needs, cutting scope to what matters, and shipping fast without accumulating debt. I believe in validating early, iterating as we scale, and staying close enough to the codebase to know when we're getting it wrong.

## EXPERIENCE

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### Senior Staff Engineer · Lattice

Dec 2024 – Present

- 80% deep product engineering / 20% cross-functional leadership across 100+ person org
- Established "Brilliant Basics" mindset adopted org-wide as the standard for maintainability over feature chasing
- Re-architected Compensation Cycles Product in 6 weeks: from barely functional to organizational reference for balancing UX, tech debt, and business needs
- Defined narrow waist API standards that attack legacy debt while accelerating velocity
- Known for bias to action—quick to respond, quick to unblock, quick to ship
- IC community leader across Core UI, Product Experience, Brilliant Basics, Performance, and Developer Experience initiatives

### Staff Engineer · Shopify

Dec 2022 – Dec 2024

#### Growth CX RND · Jul 2024 – Dec 2024 (6 months)

- Technical direction for LLM-powered merchant support chat
- Observability frameworks for Help Center reliability
- Mentorship focus, upleveling team capabilities

#### Shop Ads · Dec 2022 – Jul 2024 (1 year 8 months)

- Principal frontend architect for Shopify's advertising platform
- Drove Shopify Audiences adoption, helped merchants cut CAC
- Scaled Shop Cash Offers with UX improvements that moved revenue
- Established frontend patterns adopted across product teams

### Software Engineer L5 · Pinterest

May 2020 – Nov 2022

#### TwoTwenty (Internal Startup Incubator) · Nov 2021 – Nov 2022 (1 year 1 month)

- Pinterest's internal startup incubator, rapid prototyping new business opportunities
- Built creator tools and studio experiences for Pinterest TV (live shopping)
- Full-stack from concept to launch, close collaboration with product and design

#### Business Access (Monetization) · May 2020 – Jan 2022 (1 year 9 months)

- Led turnaround of advertiser access management, delivered 12 weeks ahead of revised schedule
- Mentored team, identified bottlenecks, established improved dev practices
- Cross-functional monetization initiatives from alpha to launch

## Senior Software Engineer, Booking Team · OpenTable

Feb 2019 – May 2020

- High-traffic consumer booking experiences for core reservation platform
- Drove GraphQL adoption in 6 weeks, established best practices across consumer services
- Built backend-for-frontend services optimizing booking flows for millions of users
- Improved conversion rates ~15% YoY through UX and performance work

**Earlier:** Field Nation (Senior Software Engineer, 2017–2018) · Alley Interactive (Senior Developer, 2014–2017) · Walker Arts Center (Web Developer, 2012–2014) · Freelance, Blue Earth Interactive, SMCpros, Blend Interactive, Dakota State University

## SKILLS

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**Languages:** TypeScript, JavaScript (expert); Python, Go, Rust (learning)

**Frameworks:** React, Next.js, React Router (Remix), Node.js, GraphQL

**Databases:** PostgreSQL, MongoDB, Redis

**AI Tools:** Claude, Claude Code, Gemini (10+ agents, hand-managed)

## EDUCATION

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### Dakota State University

2010 – 2012

B.S. Computer & Network Security, Forensics

## CERTIFICATIONS

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BLS & CPR (American Heart Association) · Wilderness First Aid (NASAR) · SARTECH II (NASAR) · Ham Radio (KK7MMY) · Advanced Open Water (PADI) · E-TIP (Emergency Responder Trauma Intervention)

## VOLUNTEER

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### Red Rock Search and Rescue

2022 – Present · Las Vegas, NV

- 540+ hours doing cold case search, urban search, wilderness rescue, and training
- Field work (usually on radio), command post (all roles, sometimes solo), and mission development
- Acted as Operations Lead and Incident Command when needed