PRODUCT ENGINEER

Jordan Downs

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SUMMARY

Product engineer with 10+ years building SaaS products, AI-powered applications, and customer-facing software. I enjoy taking products from an idea on a whiteboard to something real that people use. Most of my work spans the entire product lifecycle — from product strategy and UX/UI through architecture, development, deployment, and iteration — partnering with founders and small teams to build practical, high-quality software.

EXPERIENCE

Independent Product Engineer · JD Design + Development

Jul 2023 – Present

Brooklyn, NY · Remote

- Built products including an AI-powered CRM for customer management, billing, support, and workflow automation; a creator platform with analytics, subscriptions, custom domains, and AI-powered content tools; and an AI receptionist integrating authentication, Stripe, webhooks, analytics, and third-party APIs.
- Own the entire product lifecycle — from discovery and UX/UI through architecture, implementation, deployment, and ongoing iteration.
- Deliver projects independently or as part of small cross-functional teams, partnering directly with founders, designers, and engineers to define product strategy and ship practical solutions.

TECH React, Next.js, TypeScript, Node.js, PostgreSQL, Tailwind CSS, REST APIs, OpenAI APIs, Stripe, Authentication, Webhooks, Git, Vercel, Cloudflare.

Founding Engineer · Abracadabra

Jan 2024 – Present

US / Indonesia · Remote

- Co-founded and built a fan engagement platform connecting artists with their audiences through weekly challenges, video submissions, voting, and rewards.
- Lead end-to-end product development across product strategy, UX/UI, frontend and backend engineering, architecture, and deployment while collaborating closely with designers, engineers, marketers, and data specialists.
- Design and implement core platform features including video uploads, leaderboards, moderation tools, AI-powered workflows, and campaign management.

TECH React, TypeScript, Node.js, PostgreSQL, Tailwind CSS, TanStack Query, Express.js, OpenAI APIs, Google BigQuery.

Senior Web Developer · Shiseido

Feb 2020 – Jan 2023

New York, NY · Hybrid

- Built, launched, and maintained ecommerce experiences, campaign microsites, and customer-facing features across multiple global beauty and skincare brands.
- Collaborated with product owners, designers, marketers, and engineers to deliver production-ready experiences on tight campaign timelines.
- Developed reusable UI components, responsive interfaces, and frontend architecture that improved performance, accessibility, and maintainability across brand properties.
- Translated business, marketing, and UX requirements into scalable frontend solutions used across multiple global brands.

TECH Salesforce Commerce Cloud, JavaScript, HTML, CSS, ISML, Demandware Script, JSON, Jira, Photoshop.

Full-Stack Engineer · Estée Lauder Companies (Contract)

May 2017 – May 2020

New York, NY · Remote

- Designed and developed promotional websites, campaign landing pages, and customer-facing digital experiences for global beauty and skincare brands.

- Collaborated with product managers, designers, marketers, and developers to translate campaign concepts into responsive, production-ready websites.
- Built reusable frontend components and full-stack functionality supporting product launches, seasonal campaigns, and brand initiatives across multiple business units.
- Delivered high-quality digital experiences on aggressive timelines while maintaining performance, responsiveness, and cross-browser compatibility.

TECH HTML, CSS, JavaScript, PHP, MySQL, Salesforce Commerce Cloud, jQuery.

Full-Stack Engineer · ConsenSys

Jun 2016 – Dec 2017

Brooklyn, NY · Hybrid

- Designed and developed customer-facing websites, marketing platforms, and digital experiences supporting blockchain, Web3, and cryptocurrency initiatives.
- Collaborated with product managers, designers, marketers, and engineers to deliver production-ready digital experiences.
- Built full-stack websites using modern frontend and backend technologies to support product launches, marketing campaigns, and user engagement.
- Contributed across product planning, UX implementation, frontend development, and full-stack website delivery in a fast-paced startup environment.

TECH React, Next.js, JavaScript, HTML, CSS, Node.js, REST APIs, Git.

Frontend Developer · Trello (via Atlassian)

May 2015 – May 2016

San Francisco, CA · Remote

- Built responsive marketing websites, landing pages, and customer-facing experiences supporting Trello product launches and growth initiatives.
- Collaborated with product managers, designers, marketers, and engineers to translate product requirements and design concepts into production-ready experiences.
- Developed reusable frontend components and optimized layouts for performance, responsiveness, and cross-browser compatibility.
- Contributed to feature enhancements, campaign launches, and ongoing improvements within an agile product environment.

TECH JavaScript, HTML, CSS, LESS, jQuery, Git, Jira.

Earlier — Full-Stack Developer + Designer at **Koncept Media** (2008–2015) and **GoCampaign.org**, nonprofit (2008–2013).

SELECTED PROJECTS

AI-Enhanced CRM Platform — Designed and built an AI-powered CRM serving as the system of record for customer management, billing, support, workflow automation, and internal operations. Integrated secure authentication, Stripe, analytics, AI-powered workflows, and APIs connecting multiple products.
TECH React, TypeScript, Node.js, PostgreSQL, OpenAI APIs, Stripe, REST APIs.

AI-Enhanced Creator Platform — Designed and built an AI-enhanced customer-facing SaaS platform featuring subscriptions, analytics, custom domains, AI-powered content tools, and secure integration with an internal CRM. Built to support paying subscribers while providing a seamless content management experience.
TECH React, Next.js, TypeScript, Node.js, PostgreSQL, Tailwind CSS, OpenAI APIs.

Fan Engagement Platform — Designed and built a web platform connecting artists with their audiences through video challenges, voting, leaderboards, rewards, and campaign management. Led product development from concept through implementation while collaborating with designers, engineers, marketers, and stakeholders to prepare the platform for launch.
TECH React, Next.js, TypeScript, Node.js, PostgreSQL, Tailwind CSS, TanStack Query, Express.js, OpenAI APIs, Google BigQuery.

EDUCATION

B.S. Computer Information Systems · Towson University · Minor: Graphic Design