Senior Software Engineer • Product & Growth

John Nguyen

💻 Full Stack Web Dev – TypeScript 🧪 Experimentation + A/B Testing

🎨 Art + UI/UX Design 💬 Chatbots / Conversational UI

in/jawncodes gh/tehjawn
gh/jawncodes Philadelphia, PA

Table of Contents

Mini Resume

EDUCATION
Bachelor of Computer Science
Temple University · 2013–2017

LINKS

in/jawncodes

gh/tehjawn, gh/jawncodes

SKILLS

HTML/CSS	JavaScript	Node.js
Tailwind	Bootstrap	TypeScript
React	Next.js	Jest
Git	SQL	NoSQL
Firebase	Figma	Adobe Suite

WORK EXPERIENCE

Senior Software Engineer · Optimizely
Jan 2022 – Jun 2023 • New York, NY (Remote)

Co-led JavaScript OSS team, maintaining and implementing new features for key experimentation SDKs with 200k+ weekly downloads on npm.

Co-led development of core SDK extensions including edge computing adapters for Vercel, Cloudflare, Akamai, and AWS Lambda@Edge and major integration of ODP acquisition.

Senior Web Developer & Android Engineer · ReachMobi
Jul 2017 – Sep 2021 • Philadelphia, PA (Hybrid)

Led mobile web and native application development for several product lines including Coupon and Weather, designing and instrumenting hundreds of micro experiments leading to up to 3x lifts in OPR, CVR, and LTV.

Conceptualized, designed, and developed new $3M ARR conversational web product line.

Founder, Front End Lead · CrystalFruit
Jan 2015 – Present

Founded web and mobile design agency servicing dozens of clients internationally. Led teams of creatives and engineers to create, transform, and maintain websites, apps, and graphics.

Career Timeline

A decade of professional and personal software design & development experiences.

The journey continues!

2013   2017   2021   2023   2025
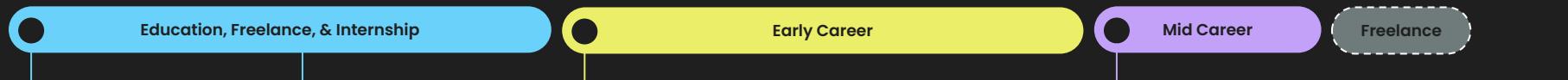
Education, Freelance, & Internship   **Early Career**   **Mid Career**   **Freelance**

TEMPLE UNIVERSITY
2013
Pursued B.S. in Computer Science with supplementary courses in UX, design, and art.

Won 5 hackathon awards, 1 business school award, and serviced several other award-winning startups.

CRYSTALFRUIT • Founder
2015
While pursuing internships, I realized that in order to get experience I first needed experience. For that, I formed CrystalFruit - a web design agency where I took on freelancing web, app, and design projects with friends.

VANGUARD • Internship
2016
Internship under CTO, primarily R&D around AWS, Node.js, and Apple TV.

REACHMOBI • Senior Web & Android Engineer
2017-2021
My first full-time role outside of internships and freelancing in a small, scrappy, AdTech startup. Here I rigorously A/B Tested, innovated, and experimented on product changes daily and picked up the beginning of corporate project management.

Achievements included multiple 2-3x lifts in KPIs and the creation of new product line becoming a new 7-figure source of annual revenue. This was an unorthodox role where I would ask my manager for the company credit card and was given free reign to make them money in any way I could prove worked.

OPTIMIZELY • Senior Software Engineer, SDK
2022-2023
A well-needed change to a mid-sized company with deeper technical requirements and sterner rules. Here I learned how the scrappiness of my startup experience could translate to bigger, more well-structured projects and teams.

Achievements include adapting our JavaScript SDK for several edge computing platforms and led the JS beta integration of a newly acquired product line.

4

Case Study 1:
Email Heat Mapping

Responsibilities
- Service companies who advertise through our mobile ads platform from email to SERP to landing page.

Problem
- Why do some email templates seem to perform differently than others?

Brainstorming
- Macro-level is observable - different email templates have proven performance deltas in OPR and CVR.
- Micro-level is uncertain however - some similar designs differ wildly in results.
- **Key Question**: Is there any way to observe micro-level behavior in our email advertisements?
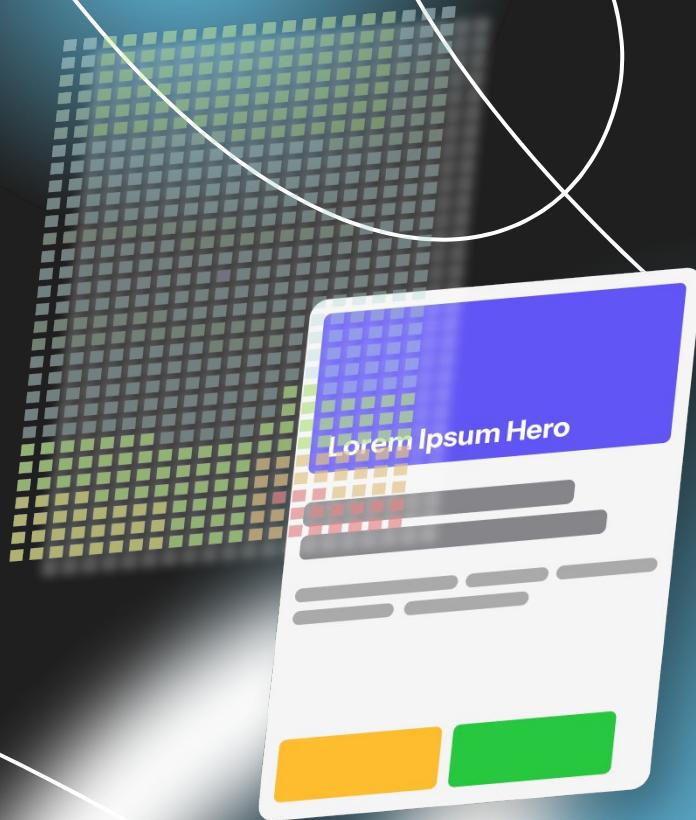
Case Study 1:
Email Heat Mapping

Solution
- **Epiphany**: What if we used heatmaps in our emails?
- **Action**: I added grids to a new set of test email templates that would relay X/Y coordinates allowing us to visualize click heatmaps.

Result
- We found patterns in CTA positioning and further correlated it with SERP/landing page CTAs.
- New designs were made and A/B tested resulting in up to **70% higher CVRs**!

Learnings
- Many users preferred larger fonts, bolder colors, and elements positioned towards the top left or bottom right of our emails!

Lorem Ipsum Hero
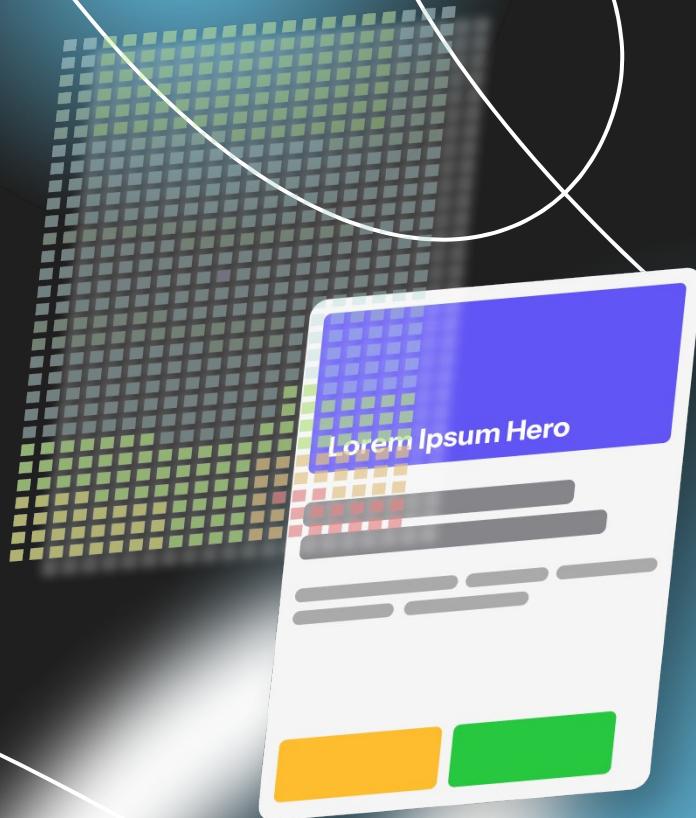
Case Study 2:
Gamification

Responsibilities
- Drive users to consistently check their email for offers from our partners.

Problem
- Why do users not open their email despite being offered something that may benefit them?

Brainstorming
- Although they may look at offers at the beginning of their subscription, they fall off hard if the offer isn't relevant or good enough.
- We can't do much about the offers themselves, but can we change how the offers are framed?
- **Key Question**: Is there any psychological way to incentivize users to open their email?

Case Study 2: Gamification

Solution

- **Epiphany**: What if we reframed our partner offers as a secret daily mystery gift?
- **Action**: I designed and developed experimental templates that included multi-tap spinners and mystery boxes and pitted them vs. traditional ones.

Result

- The mystery box template in particular was a huge success resulting in up to **300% higher OPRs and 30% higher overall LTV**!

Learnings

- Users skew towards loving simple but fun designs.
- By requiring mystery boxes to be tapped on multiple times, users are primed to click more often!

50% OFF!

?

?

tap to open!

# Case Study 3: Coupon Chatbot

Responsibilities
- Come up with an AdTech idea for the company hackathon.

Problem
- Can I create an AdTech product that combines my past experiences with advertising?

Brainstorming
- I have previous experience with developing personalized chatbots.
- My company's advertising capabilities could be extended to work with a chatbot.
- **Key Question**: Would it be feasible to create a coupon chatbot?
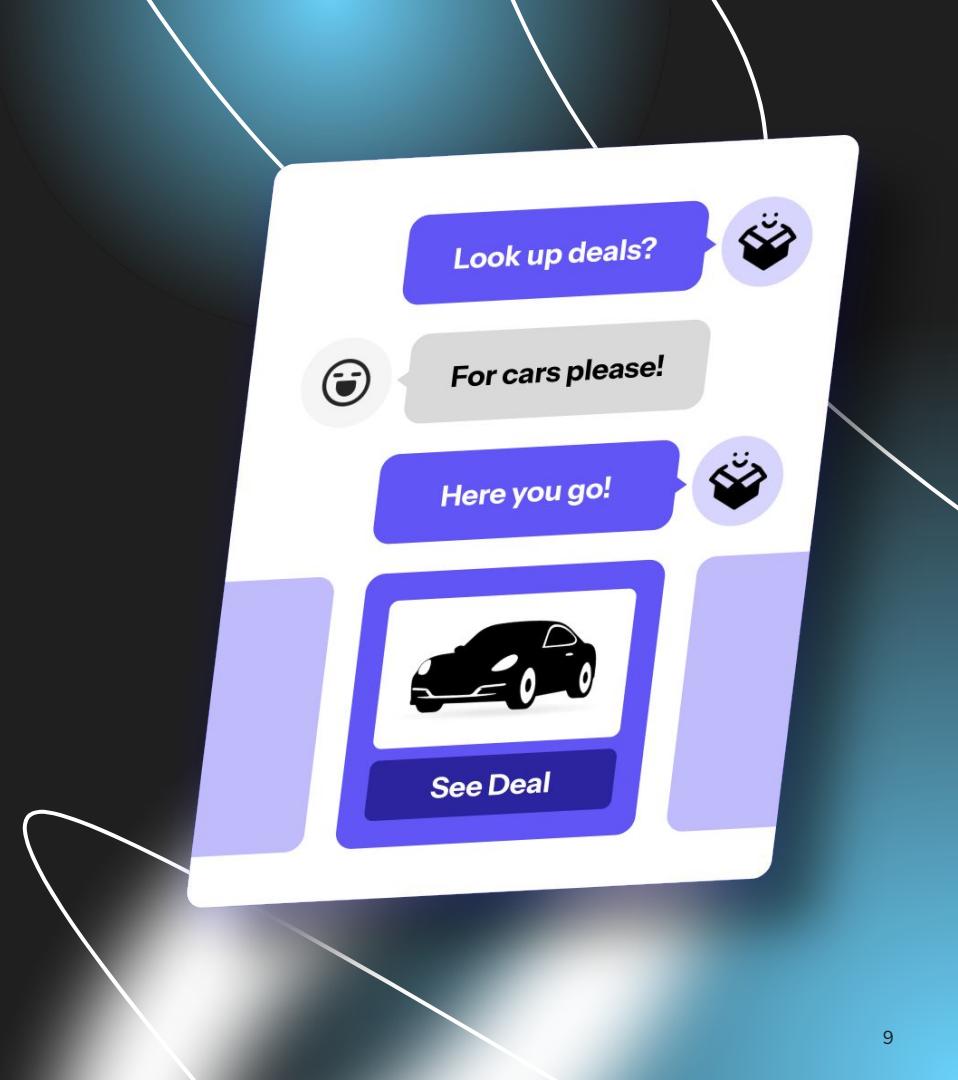
Case Study 3: Coupon Chatbot

Solution
- **Epiphany**: What if I proved out a chatbot product myself?
- **Action**: I created a coupon chatbot product prototype from end to end - from design and development to marketing and data analysis.

Result
- The chatbots were a success! The coupon chatbot was the first of several verticals and cumulatively they resulted in a new 7-figure ARR product line!

Learnings
- Double down on going to where users are and advertising to them through methods they're already familiar with - in this case, messaging on Facebook!
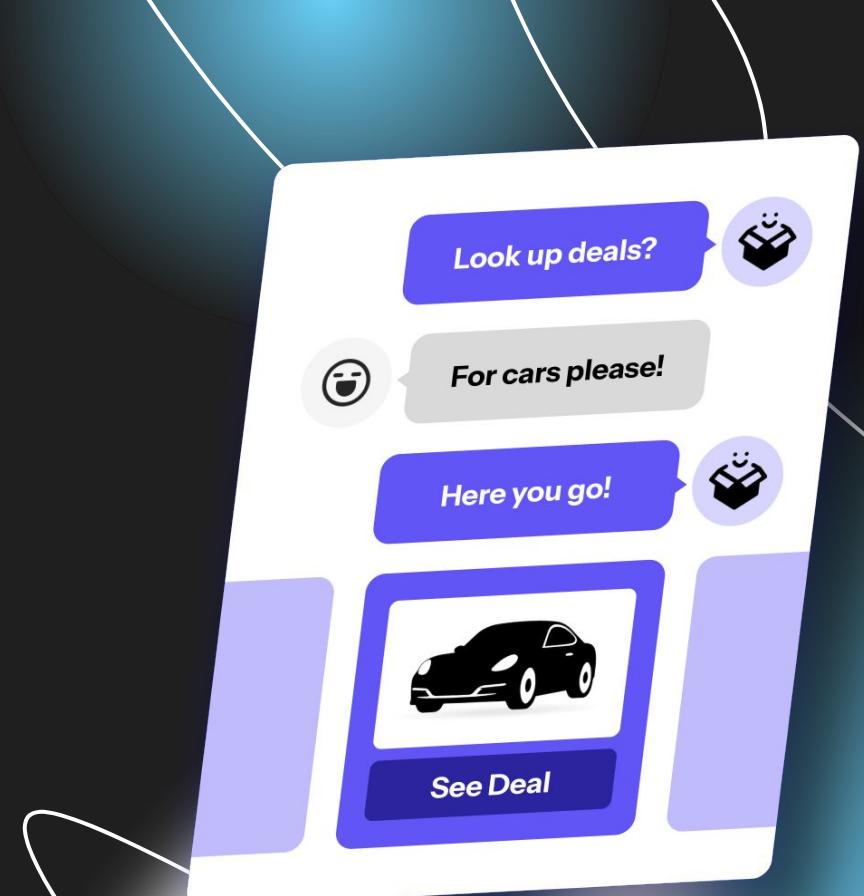
Bonus!
Side Projects

ArtShield.io

Volunteer Frontend Lead @ ArtShield
Tools to help human artists watermark their art and scan LLM data sources to discover if their art has been scraped.

Cara.app

Volunteer Software Engineering Manager, React Native @ Cara
Social media app for human artists similar to Instagram. Went viral with 1M+ users and the infamous $90k Vercel bill.

Foundera.us

Contract Web Designer @ Foundera
Makeup matching app that helps users match their skin tone with thousands of foundations, concealers, primers, and more.

Afterword

First of all - THANK YOU for reading this far!

Again, my name is John Nguyen and I'm a senior software engineer with about 10 years of mixed design, development, and management experience.

I'm hoping to continue my journey of learning, growing, and just enjoying the duality of work hard / play hard of tech teams - especially in the wake of generative AI!

I've carved my career out of helping small businesses shine and bringing innovation to bigger ones and (hopefully!) I can bring some of that experience to your team!

Sincerely Yours,
John A. T. Nguyen

Thank you!

So... could I interest you in working together?
Let's get in touch!

jawncodes@gmail.com