

Jimmy Baker

Principal / Senior Software Engineer

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SUMMARY

Accomplished Senior Software Engineer with 20 years of experience in developing innovative software solutions across diverse industries, including tech giants like HubSpot, Uber, and Salesforce. Currently shipping AI-powered features at HubSpot, enhancing the Sequences product and building intelligent sales tools. Formerly the Membership Growth team lead at Uber Technologies, where I spearheaded the launch of Uber One, achieving 30 million global members and enhancing user engagement through strategic product features. Proven expertise in designing event-driven systems, optimizing application performance, and mentoring engineering teams to foster collaboration and efficiency.

EXPERIENCE

Senior Software Engineer II

July 2025 — Present

HubSpot

Shipping high-impact features for HubSpot's Sequences product, building AI-powered sales tools that help millions of organizations grow better.

- Shipped the new Prospecting Agent, an AI-powered tool that automates sales prospecting workflows
- Built email templates with Smart Blocks, enabling dynamic and personalized email content at scale
- Delivered numerous improvements to the Sequences product, enhancing reliability and user experience
- Collaborated cross-functionally to drive product innovation in the sales automation space

TypeScript React GraphQL Node.js AI/LLMs

Senior Software Engineer - Product

March 2021 — May 2025

Uber Technologies

Led the Membership Growth team to enhance user engagement and satisfaction through the innovative development of key product features for the Rides and Eats applications.

- Launched Uber One — Uber's mobility and delivery membership program with 30M+ global members
- Designed and architected event-driven systems processing millions of events per hour
- Developed membership upsells seen by millions of people daily across the world
- Created membership benefits including Rides cashback, discounts on Eats orders, and latest arrival guarantee

Go TypeScript React Apache Kafka Event-Driven Systems

Senior Software Engineer

July 2020 — March 2021

Postmates

Built new features for the merchant portal and led the development of Postmates Unlimited membership program.

- Led development of Postmates Unlimited, increasing user engagement by 40%
- Created Visa partnership feature for free Postmates Unlimited

- Optimized codebase using GraphQL and Apollo, reducing load times by 25%
- Mentored junior engineers on best practices

GraphQL

Apollo

React

TypeScript

Principal Software Engineer

BillFixers

August 2017 — April 2020

Built the core technology platform for a bill negotiation service (acquired by Experian).

- Created GraphQL API for internal, customer, and partner-facing applications
- Built web scraper for automated bill collection
- Developed partner portal and API for third parties like Honey

GraphQL

Ruby

Node.js

REST APIs

Co-Founder & Principal Software Engineer

Cohub

August 2014 — July 2020

Co-founded and built a multi-tenant business operations management platform.

- Built platform with omni-channel sales, inventory management, e-commerce, and POS features
- Created iPad Point-of-sale app using React Native with GraphQL backend
- Achieved PCI certification as a TSYS/Cayan partner
- Built custom Elasticsearch index for faceted search capabilities

React Native

GraphQL

ElasticSearch

Node.js

Member of Technical Staff

Salesforce

January 2012 — August 2014

Worked on Desk.com, a customer support platform.

- Built the Desk.com V2 REST API
- Contributed to new Support Agent application using Angular
- Led development of analytics dashboard

Ruby

Angular

REST APIs

TESTIMONIALS

"Jimmy is brilliant. He lights up at a technical challenge and consistently and miraculously comes up with clever solutions to complex coding problems. As a non-technical person, the highest praise I c..."

— Ben Kurland, Senior Director of Strategy & Growth @ Experian

"His performance was nothing short of stellar. As a fully remote employee several time zones away, he was always reachable, had exceptional productivity, and was universally recognized as a team leader..."

— Steve Comstock, Engineering Manager @ Uber Technologies

"Jimmy Baker has more talent than any developer I've worked with. He led our team to create an extremely robust product. His ability to solve a technically complex problem with ease and sophistication ..."

— Sloan Dokken, Care Delivery @ Charlie Health

SKILLS

TECHNICAL

TypeScript

JavaScript

React

React Native

GraphQL

Go

Ruby

PostgreSQL

Node.js

Python

Apache Kafka

REST APIs

LEADERSHIP

Team Leadership

Mentorship

System Design

Large Scale Deployments

Cross-functional Collaboration

Technical Strategy