

Jimmy Baker

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Accomplished Senior Software Engineer with over 15 years of experience in developing innovative software solutions across diverse industries, including tech giants like Uber and Salesforce. Currently leading the Membership Growth team at Uber Technologies, driving the successful launch of Uber One, which gained 30 million global members and significantly boosted user engagement through innovative product features. Proven expertise in designing event-driven systems, optimizing application performance, and mentoring engineering teams to foster collaboration and efficiency. Skilled in modern technologies such as GraphQL, React, and AWS, with a strong background in building scalable applications and APIs. Adept at delivering high-impact features that drive user satisfaction and business growth.

Skills

Go	Ruby
Ruby on Rails	Typescript/Javascript
React	GraphQL
React Native	Microservices Architecture
Event Driven Design	Code Optimization
Scalability Solutions	Kafka
Python	SQL
eCommerce	PCI
Amazon AWS	Protobuf
gRPC	Thrift

Work Experience

03/2021 – present
Remote

Senior Software Engineer - Product Uber Technologies Inc.

- **Led the Membership Growth team** to innovate and implement key product features for Uber's Rides and Eats applications, driving user engagement and satisfaction.
- **Successfully Launched Uber One**, Uber's mobility and delivery membership program, achieving an impressive milestone of **30 million members worldwide** by December 31st, 2024.
- **Developed attractive membership benefits** such as rides cashback, a latest arrival guarantee, and evergreen free trials, enhancing the overall value proposition for users.
- **Designed and architected robust, event-driven systems** capable of processing millions of events per hour, ensuring high performance and scalability.
- **Created impactful membership upsells** that are viewed by millions daily, contributing significantly to user retention and revenue growth.
- **Served as the primary on-call engineer**, responsible for managing and resolving critical incidents during emergencies, ensuring minimal downtime and maintaining high service availability for millions of users. Leveraged strong problem-solving skills and technical expertise to quickly diagnose issues, coordinate with cross-functional teams, and implement effective solutions under pressure.
- **Conducted in-depth investigations of incidents** affecting business operations and user experience, pinpointing root causes and providing actionable insights to leadership. Developed and implemented strategies that significantly reduced future incidents and enhanced system reliability.
- **Orchestrated experiments** to test various upsell variations, identifying the most effective options for maximizing conversion rates.
- **Collaborated closely with product managers** to define project requirements and timelines, ensuring the successful delivery of multiple software projects on schedule and within budget.
- **Designed and launched innovative tooling** that transformed engineering workflows, significantly accelerating development processes and empowering the team to deliver high-quality features faster and more efficiently.
- **Conducted thorough reviews** of Engineering Review Documents (ERDs), offering

Work Experience

insightful feedback and actionable suggestions to peers, fostering a culture of collaboration and continuous improvement within the engineering team.

- **Advised leadership** on critical trade-offs in project decisions, used creative problem-solving skills to develop innovative solutions for complex challenges, ultimately aligning technical strategies with business objectives.
- **Mentored junior team members** in software development best practices, fostering improved coding standards and boosting overall team productivity.

07/2020 – 03/2021
Remote

Senior Software Engineer - Product Postmates

- **Led a team** of software developers in designing and implementing Postmates Unlimited, a membership program that increased user engagement by 40%.
- **Created a partnership feature** where Visa customers could get free Postmates Unlimited.
- **Collaborated with product managers** to prioritize and deliver high-impact features on schedule, resulting in increased user satisfaction.
- **Optimized existing codebase** to improve performance and scalability, resulting in a 25% reduction in load times using GraphQL and Apollo.
- **Mentored junior engineers** on best practices for software development, leading to a more efficient and cohesive team dynamic.

08/2017 – 04/2020
Nashville, TN

Principal Software Engineer BillFixers.com

BillFixers was a service that negotiates bills to save their customer's money on their monthly bills. It has been purchased by Experian.

- **Created GraphQL APIs** for internal, customer, and partner facing applications
- **Created internal, customer, and partner applications** using React and Apollo
- **Created a web scraper** that logged into various providers and scrape bills on the customer's behalf
- **Created partner portal and partner API** to allow various third parties such as Honey to use

08/2014 – 07/2020
Nashville, TN

Principal Software Engineer & Co-founder Cohub, Inc.

- **Built a multi-tenant business operations management platform** with features including omni-channel sales, customer management, billing, product management, fulfillment, multi-location inventory management, e-commerce, manufacturing, time and attendance and more
- **Created iPad Point-of-sale app** using React Native talking to a GraphQL backend
- **Created desktop application** for both Mac and Windows to support integrations between our cloud app and hardware devices such as magnetic stripe card readers, receipt printers, thermal label printers, and package weight scales
- **Worked with PCI leaders** to certify Cohub as a TSYS/Cayan partner allowing our customers to use Verifone credit card devices in their stores
- **Designed, created and implemented an automated purchasing feature** enabling Cohub's customers to generate purchase orders with a click of a button, enabling the customers to keep track of items that were soon to run out of stock
- **Built a custom Elasticsearch index** feature that enabled Cohub to provide faceted searching capabilities to its customers
- **Built GraphQL API** giving our React/Frontend apps access to all business data and operations
- **Streamlined development process** by using a GraphQL Code Generator to aid with typings and to make building apps with TypeScript, React and GraphQL a breeze
- **Setup CI flows using** a combination of Amazon Web Services (AWS) EC2, Buildkite and Netlify

09/2012 – 08/2014
Remote

Member Technical Staff Salesforce Inc.

- Built version 2 of the Desk.com RESTful JSON API

Work Experience

- Built the next generation customer support client using AngularJS
- Utilized D3 for Charting/Graphing inside the Business Analytics UI
- Optimized the performance of a high-traffic Ruby on Rails app

11/2005 – 01/2012
Nashville, TN

Software Engineer **TapeOnline.com**

- Built Ruby on Rails application that empowered staff to run day-to-day operations.
- Built eCommerce platform from scratch
- Added CRM features including contract pricing and other B2B features
- Integrated with third party APIs like USPS, UPS, FedEx, Paypal, Twilio, Maxmind, and more.

Education

2000 – 2005
Murfreesboro

Computer Information Systems | Bachelor of Science **Middle Tennessee State University**

References

Steve Comstock **Engineering Manager @ Uber Technologies**

Managed Jimmy during my time on the Uber One Membership team. 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. His design skills were extremely solid and he ensured high code quality, not just in his own code but via detailed and thorough code reviews. Jimmy was always the first one to jump in when we needed to push to make a milestone or work through a technical challenge. He had my strongest possible recommendation for any future software engineering role!!!

Ben Kurland **Senior Director of Strategy & Growth @ Experian**

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 can give is to say that in conversation after conversation, he's the guy other developers look up to as exceptional. He's also easy to work with—collaborative, open to feedback, and capable of changing gears on short notice. In two years working together, he's built or improved every single part of our product, both front and backend. He's been a huge part of our success and continues to impress me with every project. I couldn't recommend Jimmy more highly.

Sloan Dokken **Controller @ TapeOnline.com**

Jimmy Baker has more talent than any developer I've worked with. He led our team of developers to create an extremely robust product. He's a pleasure to be around, and his ability to solve a technically complex problem with ease and sophistication is uncanny. Jimmy's creativity is remarkable -- especially in times of crisis where it's needed most. Jimmy's ability to apply business acumen to a software solution is rare and enviable.

Steve Roche **President @ Cohub.com**

Jimmy is the real deal, the full-stack, a master developer. He has a deep understanding of software coding and business processes and how to blend the two together for massive productivity gains. Jimmy codes for a living; he codes for fun. It would surprise me if he didn't code in his sleep. He's absolutely passionate about it. And like others at the very top of their professions, he's humble enough to know that he doesn't know it all, that there's

References

always room for improvement and something new to learn. Above all that, he's a pleasure to work with, so much so that he's now my business partner and my good friend.

Strengths

Building software

Problem solving

Execution, I'm a do-er

Adaptability

Collaboration

Mentorship