John Aaron Nelson

Staff Engineer • Technical Leadership • AI/Platform

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Full-stack engineer and technical leader with 15+ years building products, scaling teams, and shipping high-impact initiatives. Strengths in React/TypeScript, modern web architecture, experimentation/growth, developer tooling, and pragmatic AI integration.

EXPERIENCE

Senior Full Stack Engineer — Calendly Jan 2025 - Aug 2026

- Owned revenue-impacting Growth initiatives across frontend + backend for the category-leading scheduling product, optimizing the scheduling and confirmation flow
- Shipped experiments driving more than $1 million in ACV in 2025; improved instrumentation and analysis workflows to reduce iteration time from weeks to days
- Moved from lead growth engineer to the AI assistant team, then led the initiative to start the software factory team, which grew out of Otto, a custom agent harness I built
- Drove organization-wide AI adoption (+100% usage) through internal talks, enablement, and building foundational tooling and integrations
- Built AI tooling and infrastructure to support development with Cursor, enabling capability discovery and improved DX

Lead Full Stack Engineer — Pipedream Dec 2021 - Dec 2024

- Led frontend engineering for a developer automation platform used by hundreds of thousands of developers; mentored and led execution across a team of 5
- Led the migration from user-based to workspace-based app design and billing, which drove >30% revenue growth; project lead for growth initiatives across the workflow editor, debugging and core UX
- Built the no-code integration builder interface and rebuilt the settings/admin interface

Fractional CTO — Voiz Academy Jan 2024 - Jan 2025 (fractional, concurrent)

- Led the transformation from Notion-based workflows into a production SaaS, shipping a production MVP and migrating core operational workflows into the platform
- Architected the system to scale operationally and technically, enabling the business to service 1,000+ users
- Hired and led an engineering team of 4, then recruited and hired the next CTO to lead the next phase of the product

Lead Frontend Engineer — Batch.sh (YC W20) Oct 2020 - Dec 2021

- Led frontend development for an early-stage cloud infrastructure and deployment platform (YC W20), owning core product UX end-to-end
- Built the React web app, website, blog, and React Native application in TypeScript, all interfacing with the same backend/API surface (gRPC + Go + Kafka)

Senior Software Engineer — Charm.io (contract) Apr 2020 - Nov 2020

- Designed and implemented an enterprise ETL and enrichment pipeline for a handful of key customers, enriching company and account data at scale

Senior Salesforce Engineer — Clearbit Feb 2018 - Apr 2020

- Owned Clearbit's Salesforce Integration suite end-to-end; a core revenue-driving product with deep customer impact

Software Engineer Consultant — Carbon Five Jun 2017 - Jan 2018

- Built enterprise marketing applications for Gap using Angular, TypeScript, and RxJS

Earlier (2004 - 2017): Salesforce Developer Consultant, CodeScience, Inc.; Web Developer, HealthCare Strategies, Inc. At CodeScience I created ForceCode, an open-source VS Code extension for Salesforce development: a solo, self-initiated project with 100k+ installs.

Independent: shipped Fícha, an iOS app for Rioplatense Spanish (App Store).

SKILLS

AI-Assisted Engineering & Enablement · LLM Integrations & Agent Tooling · MCP Server Development · Full Stack Engineering · Frontend Architecture · React & TypeScript · Growth Engineering & Experimentation · Developer Tools & Platforms · Technical Leadership · Platform Modernization