

Justin Cortez

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EXPERIENCE

Software Engineer March 2023 – Present

Sierra Instruments Inc. | Seaside, CA

Owned and developed multiple business-critical web applications that automate complex configuration, service, and order-processing workflows. My work focuses on backend-driven systems with strict business rules, deep ERP/CRM integrations, and long-lived operational responsibility.

- Designed and delivered a web-based product configurator that removed significant friction from the purchasing workflow, reducing configuration-to-order time from weeks to as little as **15 minutes**.
- Enabled automated checkout and order processing supporting peak throughput of approximately **\$200,000 per day**, directly improving conversion and operational efficiency.
- Built intuitive, user-focused interfaces using **React and TypeScript**, translating loosely defined business needs into reliable product experiences.
- Collaborated closely with sales, operations, marketing, and engineering stakeholders to identify bottlenecks in user workflows and deliver solutions that unlocked faster value realization.
- Planned and implemented backend APIs and integrations with **Epicor ERP** and **HubSpot CRM**, enabling seamless order creation, RMAs, and customer data synchronization.
- Designed and launched a Service Portal that automated the majority of the RMA workflow, reducing required staffing from **3–4 employees to a single overseer**.
- Iterated on product features based on real-world usage, feedback, and observed operational pain points, balancing speed of delivery with maintainability.
- Debugged and resolved production issues across the stack, supporting daily usage by internal teams and external customers.
- Leveraged AI-assisted development tools to accelerate implementation, explore design alternatives, and improve development velocity while maintaining code quality.

Founder / Full Stack Engineer August 2021 – March 2023

Ocean Apps | Santa Cruz, CA

Designed, built, and operated a SaaS application for small businesses to streamline website content updates and scheduling. Owned the product end-to-end, from UI/UX design through implementation, testing, deployment, and ongoing operation.

- Designed and implemented RESTful APIs to manage users, content, and scheduling workflows.
- Built a React and TypeScript frontend focused on constrained, workflow-driven user interactions.
- Built a Node.js and TypeScript backend, aligning types across the stack to improve correctness and maintainability.
- Designed a flexible data model using MongoDB to support evolving product requirements.
- Integrated with third-party APIs to support platform-specific publishing workflows.
- Deployed and operated the application in a containerized environment, supporting reliable rollouts, rollbacks, and basic operations monitoring.

TECHNOLOGIES AND SYSTEMS

JavaScript/TypeScript, PHP, React, CSS, HTML, MySQL, REST APIs, Git, Linux, System Design, Database Design, ERP/CRM Integrations, Automation, MVC

EDUCATION

Cabrillo College | Associates of Science in Interdisciplinary Studies June 2012

ADDITIONAL LINKS

github.com/jbcortez • linkedin.com/in/justinbcortez