

RESUME

Jeremy Collins

Product Engineer & Builder

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SUMMARY

Product engineer and builder with 10+ years of experience across SaaS, education, creator, event, and marketing platforms.

Focused on growth engineering, lifecycle surfaces, usage-based billing, analytics, experimentation, and rapid product iteration. Used direct customer understanding, data workflows, and AI-assisted development to compress the distance between product idea, implementation, and feedback.

SELECTED IMPACT

- Led growth-focused product initiatives spanning onboarding, activation, monetization, usage-based billing, and experimentation.
- Built customer-facing dashboards, notification systems, billing migration tooling, and enterprise security surfaces.
- Developed analytics, experimentation, and metering workflows supporting data-informed product decisions.
- Built and maintained independent developer tooling for mobile Safari through Codable.

EXPERIENCE

WEBFLOW

Senior Software Engineer

Aug 2022 to Present

- Led lifecycle and growth engineering work across dashboard surfaces, paywalls, usage visibility, notifications, and customer-facing product development.
- Rebuilt bandwidth metering and reconciliation paths from legacy reporting systems to Druid-backed workflows, improving usage accuracy for overage notifications, upgrade prompts, and billing operations.
- Built Webflow's per-site Web Application Firewall from early AI-assisted prototype through production rollout, spanning edge validation, domain packages, server APIs, dashboard UI, security hardening, and enterprise beta support.
- Owned customer-facing overage notification flows across in-app banners and email, including phased rollout controls, audience targeting, multi-overage support, and operational safeguards for auto-upgrade workflows.
- Shipped usage dashboard improvements that clarified plan limits, bandwidth consumption, Analyze and Optimize add-on usage, and upgrade paths for self-serve customers.
- Built migration, logging, and defensive cache tooling around entitlement and subscription data, giving product and engineering teams cleaner signals for billing and lifecycle experiments.
- Used AI-assisted development workflows to accelerate prototypes and demos, then hardened production code through schema validation, rollout flags, observability, and security review.

MASTERCLASS

Software Engineer

Apr 2022 to Aug 2022

- Worked on growth initiatives focused on payments, promotions, subscription conversion, experimentation, and Next.js migration work.

HITRECORD

Senior Developer

Jul 2019 to Apr 2022

- Led frontend modernization and growth engineering work during platform relaunch, including experimentation with Optimizely for the Class Projects product launch.
- Built learning platform systems across APIs, content models, customer experiences, CMS tooling, and frontend architecture through acquisition by MasterClass.

PLINK.AI

Software Engineer

Sep 2018 to Jul 2019

- Built TypeScript, React, server-rendered application, and Node API features for marketing and asset management workflows.

EVENT FARM

Software Engineer

Sep 2015 to Sep 2018

- Led rewrite of legacy frontend into a modern Angular application while maintaining support for the existing AngularJS and jQuery application.
- Built ticket management and visual page-building tools supporting responsive web experiences.

ACT-ON

Solutions Engineer / Software Engineer

Jun 2012 to Sep 2015

- Delivered customer-facing implementation support and built WYSIWYG email, form, and webpage editing tools.

PROJECTS

CODABLE

Founder & Developer

Jun 2017 to Present

- Built and maintained a Safari-native iOS developer tool for inspecting, debugging, and testing web content on mobile devices.
- Owned product design, development, release, support, and maintenance independently.

EDUCATION

UNIVERSITY OF CALIFORNIA, DAVIS

B.A. Communication and Political Science

TECHNOLOGIES

TypeScript, JavaScript, React, Next.js, Node.js, Ruby on Rails, Angular, GraphQL, SQL, Druid, ClickHouse, Stigg, Knock, Optimizely, HTML, CSS, Git, analytics instrumentation.