

Full stack engineer and technical lead with 16 years of shipping production systems. Full stack means something specific for me: infrastructure, observability, database internals, backend, frontend, and design. I pick languages by project rather than allegiance, architect before I implement, then build fast. Currently tech lead at Snap Inc. running a 12-person internal platform team; previously architected Business Made Simple University for StoryBrand, which added \$2M ARR in its first week live.

HIGHLIGHTED SKILLS

TypeScript	●●●●●	React	●●●●●	CI/CD Pipelines	●●●●●
JavaScript	●●●●●	Go	●●●●●	Docker	●●●●●
PHP	●●●●●	Laravel	●●●●●	Unit Testing & TDD	●●●●●
SQL	●●●●●	Java	●●●●●	Graphics / GLSL	●●●●○
Python	●●●●○	Django	●●●○●	Terraform	●●●○●

EXPERIENCE

Snap, Inc.

Typescript, React, Java, Hibernate, Airflow, GCP, Python

Tech Lead, Internal Applications

2024 - Present

Technical lead for a 12-person blended team (FTEs + embedded contractors, engineering and design) owning the full-stack platform that runs Snap's internal operations for ~5,000 employees: performance review cycles, recruiting pipeline, OKRs, all-hands Q&A, corporate directory, and the analytics ETL layer feeding BigQuery. Operate as architect, IC, and product owner for engineering-owned products. Platform handles HR-sensitive data requiring end-to-end ownership of infra, access, and telemetry separate from Snap's shared engineering tools.

- Drove p50 latency from ~10 seconds to sub-second across the application by rebuilding the team's relationship with the ORM layer: introducing indexes, restoring foreign keys, eliminating N+1s and over-fetching. Designed an internal query abstraction over Hibernate that makes correct fetching the default and prevents common Hibernate footguns at the framework level.
- Established observability from zero. Architected and implemented OpenTelemetry instrumentation (logs, traces, metrics) into Google Cloud Observability, with access gated to our team to preserve data isolation. Converted on-call from reactive incident response into proactive metric-driven optimization.
- Led monorepo consolidation across 14 repos and ~6 services in one month. A peer team had previously taken two years to complete the same project. Modernized Java runtimes (most on Java 8) up to Java 25 and Gradle 9.5 in the same effort, unlocking shared infrastructure modules to reduce overall copy-paste boilerplate and to standardize our runtimes on a consistent set of sound technical decisions.
- Architected a tree-based LLM summarization system for org-wide upward feedback that produces instant recall for any manager in the company while keeping LLM call volume bounded. Wave-based recomputation invalidates dirty subtrees on feedback updates, eagerly summarizes parallel siblings per depth level, and stays resilient to in-flight edits. Pattern is now reused across the team for other AI features.
- Leading MCP integration of internal tools as the team's primary AI surface, shifting our AI strategy from "what specific workflows do we build" to "how do we expose internal data safely so the company can invent its own workflows." Unlocks multi-client performance summarization, emergent feature discovery, and a long-lived integration substrate that scales beyond per-feature engineering.
- Drove team adoption of REST API design principles, replacing "god endpoints" that touched the entire database with composable resource endpoints. Paired the principles with the query abstraction so correct API design and correct data access reinforce each other, and so juniors can follow the pattern without writing spaghetti inside the ORM.
- Rebuilt dev environment from a multi-day manual setup process to a single make serve command. Onboarding ramp for new engineers dropped from ~1 month to first-week contributions across 8+ engineers in the last 20 months.

EXPERIENCE (CONT'D)

Archatomic

Founder & Principal Engineer

Independent consultancy I founded and operated, delivering end-to-end production systems for clients ranging from televised live event infrastructure to high-performance data tooling. Sole engineering ownership across infrastructure, backend, frontend, and DevOps. I owned architecture through deployment, with direct client accountability.

Strongest AI

Python, Django, Node, Docker

- Lead engineer on the live event platform behind televised athletics broadcasts on ESPN (Rogue Invitational, CrossFit). This suite supported timing, mobile score-keeping, live leaderboards, athlete profiles, and ticket sales.
- Optimized leaderboard gen from $O(n^3)$ to $O(n \log(n))$ and extracted it into a dedicated microservice.
- Built custom broadcast graphics software powered by live event data, enabling dynamic animations and proper alpha-transparency in video overlays.
- Containerized and automated deployment via Terraform and GitHub Actions, then added Azure support alongside Heroku to unlock international clients in regions with strict data residency requirements.
- Designed and shipped a web-based editing suite that let live broadcast producers create and manage their own production graphics and overlays.

Music Row Magazine

PHP, MySQL

- Refactored a music charts application that was taking thirty minutes to generate daily, weekly, and monthly Top 100 rankings.
- Reduced query volume from thousands of SQL calls to 3 and runtime from 30 minutes to under one second.

StoryBrand

Director of Engineering

Full Stack Laravel & React on Heroku

2019 - 2020

- Architected, built, launched, and maintained Business Made Simple University, a SaaS education platform that added \$2M ARR in its first week live.
 - Architected and built a centralized identity, permissions, and subscription/payment service that became the shared foundation for the company's products.
- Defined the operational processes for engineering and the SDLC. The patterns proved durable enough that they
- became the basis for how the entire business operated going forward

Built

Senior Software Engineer

Senior engineer leading feature development on a construction loan administration platform.

Full Stack PHP, PostgreSQL, TypeScript, React

2018 - 2019

Multiple Stacks

2020 - 2024

Empressem

Senior Software Engineer

Boutique software agency placing senior engineers at long-term client engagements. Placed primarily at Ramsey Solutions, with project work for StoryBrand.

AWS / Heroku, Various

2015 - 2018

Project: StoryBrand - BrandScript

React + Laravel

- Architected, built, and deployed a complex front end document collaboration application.
- Designed experimental element query framework that was stable and performant enough to go to production with.

Project: Ramsey - EveryDollar

React

- Developed, maintained and supported client-side single page React budgeting application.
- Defined pattern for interacting with existing Hypermedia API.
- Provided guidance and support for younger developers on the team.

PatientFocus

Software Engineer, Creative Director

Full Stack PHP, Twilio

2012 - 2015

Full stack work on call center software and medical billing systems. Designed and built a patient payment portal that received unsolicited fan mail from patients (yes, seriously) for making medical bills less painful to pay.

Freelance

Designer & Developer

PHP, JS, Node, CSS, HTML

2010 - 2013

Self employed freelance brand design, web design, and development.

SELECTED PROJECTS

Phosphor

C#, MonoGame, GLSL

Custom 2D game engine with 3D lighting, built on MonoGame. Pixel-perfect rendering with orthographic cameras, pixel-aligned quads, and depth information. High-performance instanced quad renderer demonstrated at 1M quads. ECS architecture with compile-time codegen, multithreaded message bus, dependency injection across systems. In active development as the engine for an in-progress indie game (Collector).

AI Gateway

Docker, vLLM, Golang, Gitea Actions

Self-hosted AI inference infrastructure replacing commercial APIs with open-source models on home hardware. Models defined as IaC, auto-deployed via Gitea Actions to vLLM instances behind Traefik. In active development as a routing and lifecycle management layer.

Pixie

Javascript, Electron, Capacitor

Cross-platform pixel art editor with a single web frontend that deploys to both web and mobile. Pinned on GitHub.

TESTIMONIALS

Your project quickly becomes his, and he works to make the results better than you imagined.

DON MILLER
StoryBrand CEO

Hire Conlan before your competition does. Seriously.

BRENDAN WOVCHKO
Ramsey Solutions CTO

Conlan's level of technical leadership expertise is rare, even by Silicon Valley standards.

STEPHEN BUSSARD
Ex-Google, Ex-NASA