

# Billie Paul Heidelberg Jr.

## Full Stack Engineer · Technical Lead

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### SUMMARY

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Full Stack Engineer with 8+ years shipping production web and mobile platforms — 7 of them at InvestCloud, building financial-services integrations for 50+ institutions and earning four promotions. Founder of Daily Wick, a trading-journal SaaS with a retrieval-augmented AI coaching layer on Next.js, Supabase, and pgvector. Seeking a senior engineering role where I own architecture decisions and shape technical direction.

### TECHNICAL SKILLS

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**AI Dev Tools:** Claude Code, Windsurf IDE, ChatGPT, GitHub Copilot, OpenAI API, RAG / Vector Search, Prompt Engineering

**Frontend:** React, Next.js, React Native (Expo), SvelteKit, Svelte, TypeScript, Tailwind CSS, Redux Toolkit

**Backend & Data:** Node.js, Express, Supabase, PostgreSQL, Redis, MongoDB, GraphQL (Apollo, Hasura), Django, ETL Pipelines, Data Modeling

**Cloud & DevOps:** AWS (Lambda@Edge, S3, CloudFront, SQS), Docker, CI/CD, Vercel, Serverless Framework

**APIs & Integrations:** REST, GraphQL, Postman, Stripe, Twilio, Polygon.io

**Other:** Python, Groovy, Unit Testing, Technical Documentation, Cross-functional Collaboration

### FULL-TIME EXPERIENCE

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#### Software Engineer & Technical Trainer | InvestCloud Inc.

July 2018 – June 2025

*Leading provider of digital financial services applications · Promoted through four roles over seven years*

- Built and maintained ETL pipelines and internal automation tools using PostgreSQL, MySQL, Python, and Groovy, improving data processing efficiency by 25% and cutting integration setup time by 40%.
- Designed and implemented SOAP/RESTful APIs and relational database models supporting enterprise-scale financial applications for 50+ institutions.
- Debugged and resolved integration issues for 100+ developers globally, reducing resolution time through documentation and repeatable runbooks.
- Partnered with Engineering, QA, and Product teams to diagnose root causes of production data issues and verify fixes before rollout, cutting production incidents by 30%.
- Led technical training for the broader engineering org on debugging, integration patterns, and best practices, improving team efficiency by 30%.
- Contributed to schema design, API standards, and design-system consistency across the platform.

### FREELANCE, FOUNDER & TEACHING WORK (2020 – PRESENT)

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*Includes work taken on alongside full-time InvestCloud employment (through June 2025) and work since. General Assembly shifted from a part-time to a full-time contract-to-contract role in January 2026; the remaining roles below are part-time or contract, roughly 10–20 hrs/week.*

#### Full Stack Developer (Contract) | Wink, Inc.

July 2026 – Present

*Full-stack development for enterprise B2B intelligence platform*

- Architected and delivered full-stack features for a SaaS platform serving enterprise clients, including user authentication, role-based permissions, and data management interfaces.
- Built responsive web applications using SvelteKit and TypeScript with a focus on type safety, maintainability, and scalable component architecture.
- Designed and implemented secure server-side APIs and database access layers with MySQL, ensuring data integrity and proper authorization controls.
- Participated in code reviews and contributed to engineering standards, improving code quality and team development practices.

#### Educator & Mentor | General Assembly

October 2020 – Present

*Part-time through 2025; full-time (contract-to-contract) since January 2026*

- Instructed 150+ students in full-stack development — React, Node.js, Express, MongoDB, Python, Django.

- Designed project-based curriculum and mentored students through portfolio projects, technical interviews, and career transitions.
- Assisted AI and Solutions Architect cohorts and led “Intro to AI Prompting” seminars.

**Founder & Full Stack Engineer | Daily Wick (Ongoing personal project / aspiring SaaS)** April 2025 – Present  
*Trading journal and analytics platform for active traders, built for my own trading practice · Solo build*

- Built a full-stack SaaS with Next.js 15, Supabase, and PostgreSQL, including 38+ row-level security policies and a normalized schema with triggers and stored procedures.
- Built a retrieval-augmented AI coach using OpenAI embeddings and pgvector, generating context-aware feedback grounded in each trader’s own logged history.
- Developed interactive TradingView charts with real-time Polygon.io market data integration for session analysis and market replay.
- Deployed to Vercel with automated CI/CD and zero-downtime release processes.

**Full Stack Engineer (Freelance) | That Aisle** September 2025 – Present  
*Hair care discovery platform · React Native mobile app + React admin portal*

- Built a cross-platform mobile app using React Native (Expo) with a Firebase backend, including Firestore, Auth, push notifications, and Cloud Storage.
- Developed a React admin portal integrating Algolia search with Firebase Cloud Functions for real-time product sync.
- Navigated the full iOS/Android App Store submission pipeline, including guideline compliance and push notification certification.

**Full Stack Engineer (Freelance) | Simmr** July 2023 – December 2025  
*Social discovery platform · 2,000+ active users*

- Engineered scalable APIs and event-driven architecture using Apollo GraphQL, Hasura, and Node.js, including real-time notifications and async job workers.
- Built a global image caching pipeline using Sharp and S3, reducing bandwidth costs and improving load times by 40%.
- Integrated Twilio, Stripe, Mixpanel, and AWS SES for communications, payments, and analytics.
- Managed deployment and provisioning with Serverless Framework and Docker, automating migrations and reducing environment inconsistencies.

**CTO & Co-Founder (Part-time, nights) | TOLO** October 2022 – January 2025  
*Mobile content discovery platform for independent artists*

- Led end-to-end development of a React Native (Expo) app with a Supabase backend, including real-time subscriptions, role-based access, and media upload infrastructure.
- Designed a viral content ranking algorithm and improved feed performance by 40% through SWR caching.
- Directed sprint planning, code reviews, and iOS/Android release management via Expo Application Services.

**ADDITIONAL EXPERIENCE**

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| Jr. Front End Developer (Full-Time), BBDO Los Angeles | 2017 – 2018 |
| Front End Developer (Contract), Airbnb                | 2017        |

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**EDUCATION**

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**General Assembly** · Web Development Immersive, Santa Monica, CA · 2017