Billie Heidelberg Jr
Software Engineer & Educator

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Innovative Full Stack Developer, Educator, and Technical Founder with a proven track record of shipping production-grade web apps and scaling early-stage ideas into polished, user-focused platforms. Experienced in leading full-stack development with React, Supabase, Node.js, and modern cloud infrastructure. Passionate about building inclusive digital experiences, mentoring developers, and delivering real impact through technology.

TECHNICAL SKILLS

Markup & Stylesheet Languages: HTML5, CSS (including frameworks like Tailwind CSS)
Programming Languages: JavaScript, Node.js, Python, Java, Groovy
JavaScript Frameworks: React, React Native, Express, Next.js
Full Stack Frameworks: Django (Python-based framework known for its simplicity and robustness)
Backend as a Service (BaaS) & APIs: Supabase (an open-source Firebase alternative providing databases, authentication, and real-time subscriptions), Hasura (instant GraphQL APIs on your data)
APIs & Protocols: GraphQL, RESTful APIs
Tools & Platforms: Git, MVC, Docker, GlassFish
Databases: SQL (e.g., MySQL, PostgreSQL), NoSQL (MongoDB, Mongoose)
Concepts: ETL Processes, Database Modeling, Responsive Web Design

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Work Experience

Founder & Full Stack Developer
Smart Trader | April 2025 – Present
AI-powered trading journal SaaS for disciplined traders using ICT and Smart Money Concepts.

- Built and deployed the platform using React, Supabase, and GPT-based trade feedback.
- Developed custom charting, secure authentication, and emotion-tagging tools to analyze trader behavior.
- Applied startup-level product thinking to identify user needs and deliver real-time insights into risk and performance.

Lead Full Stack Developer
Candid | July 2023 - Present
A specialized social platform serving the non-monogamous, and polyamorous communities

- Built a robust, privacy-forward discovery feed with client-side distance filtering for accurate local matchmaking.
- Implemented global image caching and optimization system across profile grids, feeds, and messaging, reducing bandwidth and improving UX.
- Developed Lambda@Edge functions for CloudFront to serve React apps with SEO-friendly headers for media and social previews.
- Engineered a joint account onboarding flow supporting partner selection and profile media requirements for couples.
- Optimized virtualized profile grid performance, improving scroll stability and memory usage through bounds checking and reconciliation tuning.
- Worked closely with designers to deliver a polished, user-friendly interface with clear filtering and onboarding flows.
- Applied defensive programming principles and error boundaries across critical components to ensure resilience and fault tolerance.

CTO & Co-Founder

TOLO | October 2022 - January 2025

A discovery platform for underground artists promoting content through fair, engagement-based algorithms.
- Led full-stack development of a scalable content app using React, Node.js, and PostgreSQL.
- Designed an algorithm that surfaced content based on user interaction rather than popularity bias.
- Drove product strategy, sprint planning, and team coordination in a lean startup environment.
- Built foundational systems for authentication, content feeds, and creator onboarding.

Software Immersive Instructor

General Assembly | October 2020 - Present

Led full-time software engineering bootcamps, training aspiring developers in modern full-stack web development.
- Taught JavaScript, React, Node.js, Express, MongoDB, and Python through hands-on projects and live coding.
- Customized curriculum delivery to meet the needs of diverse learners, fostering strong technical growth and career readiness.
- Mentored students on best practices, debugging strategies, and real-world development workflows.
- Contributed to curriculum evolution and created supplemental resources to support deeper understanding and job placement.

Technical Trainer

InvestCloud Inc. | December 2021 - Present

Leading provider of flexible and fully integrated digital applets for financial services.
- Designed and led onboarding programs for new developers, focusing on ETL pipelines and data mapping.
- Created internal tools and technical documentation to streamline integration and reduce onboarding time.
- Supported client implementations with advanced REST API customization and workflow automation.
- Acted as liaison between engineering and support teams to resolve escalated data and integration issues.

Integration Developer

InvestCloud Inc. | December 2019 - 2021

Leading provider of flexible and fully integrated digital applets for financial services.
- Built custom ETL pipelines to ingest and transform financial data from multiple client sources.
- Developed RESTful APIs to expose CRM and financial data to external platforms.
- Collaborated with QA and support teams to debug and resolve production-level data issues.
- Contributed to database modeling and schema design for scalable integration services.

Front End Developer

InvestCloud Inc. | July 2018 - December 2019

Leading provider of flexible and fully integrated digital applets for financial services.
- Built responsive, modular front-end components for client portals using JavaScript and HTML/CSS.
- Collaborated with designers and backend developers to implement a secure, data-driven UI for financial reporting.
- Enhanced accessibility and cross-browser compatibility across financial applications.
- Contributed to internal design system updates and component library standardization.

Jr Front End Developer

BBDO Los Angeles | October 2017 - July 2018

A major global advertising network known for award-winning campaigns.

- Developed and maintained interactive campaign pages using HTML, JavaScript, and CSS.
- Implemented animations, media integrations, and responsive layouts for digital ad experiences.
- Worked closely with creative teams to translate design specs into live web assets.

Full Stack Developer/Contractor

Airbnb | June 2017 - August 2017

Renowned for its global platform for booking and listing accommodations.

- Refactored key front-end modules to improve usability and maintain design consistency.
- Improved navigation flow and layout for internal tools used by Airbnb partners.
- Contributed to bug fixing and cross-functional QA during sprint rollouts.

EDUCATION

General Assembly | Web Development Immersive | Jan – Apr 2017 | Santa Monica, CA