Jackson Dawkins

Staff Software Engineer

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PROFILE

Staff Software Engineer with 10 years building product across web, native, and backend in React, React Native, TypeScript, GraphQL, and Python/Django. I lead cross-team product bets from problem definition to A/B-tested launch: checkout work behind record sales, a membership model that became the national default offer, an enterprise frontend rebuild, and a Rust CLI for Apollo GraphQL. I've moved my day-to-day engineering to an AI-assisted workflow with Claude Code, on tooling I built to run it.

EXPERIENCE

Homeaglow · Home cleaning marketplace

Staff Software Engineer — Jul 2024 – Present · Remote

- Led UI overhauls and major UX experiments on the main marketing landing page and checkout (**30,000+ visitors a day**); the winning design raised purchase conversion by **17-20%** and drove **record daily sales**.
- Owned a new membership model end to end across web, native, and backend, iterating through four versions until it became the **national default offer**.
- Scoped and built an inside sales CRM alone, with no product or design support, working directly with sales stakeholders so agents could book a cleaning and sell a membership in one flow. Piloted it with small, then larger teams, raising leads handled per hour by **28%**, cutting handle time by **14%**, and **halving agent training time**; I still maintain it based on their feedback.
- Led adoption of Statsig as the experimentation platform **across all major products**, fixed setup and cohorting bugs that had been invalidating results, and shipped checkout experiments with wins of **+15%**, **+13%**, and **+10%** purchase conversion.
- Led the proof of concept for moving from a web-only app to a **React Native** customer app, designing the incremental path (request proxying, shared auth, complex navigation) that let us rebuild and A/B test it one screen at a time, then co-built the app through App Store and Google Play release.
- Joined as the **third engineering hire** and have been on the hiring loop for nearly every product engineer since, helping grow the team to 4 product and 3 platform engineers.

Senior Software Engineer — Feb 2023 – Jul 2024 · Remote

- Built a new **React web app** for customers, including the booking flow, taking inspiration from the old Django app while improving functionality, transparency, and accessibility. For a time the only engineer on it, I launched it to all new customers; it averaged **105,000+ monthly active users** in 2024, peaking above **150,000**.
- Migrated the main marketing landing page from Django views to React on Next.js, making it faster and more accessible; winning tests on the new page added a **10% conversion lift**.
- Built frontend experimentation infrastructure for the booking flow and landing page, cutting experiment launch time **from weeks to under two days**.
- Built the first version of the customer-facing **GraphQL API**, migrating and expanding what the legacy Django view handlers could do, and moved the customer web app onto it.

Carbon Health · Healthcare provider

Senior Product Engineer — May 2021 – Jan 2023 · Remote

- Led the rebuild of a legacy enterprise product on React Native Web, Next.js, TypeScript, and GraphQL, cutting user load times by **90%**.
- As the team's **most senior frontend engineer**, tech-led planning for its larger projects, built or reviewed most of them, coordinated work and deadlines with product teams, and mentored junior engineers.

- Led the **design system guild**, coordinating engineers across **4 product teams** to govern and build a unified design system used across all major applications at the company.
- Set frontend architecture standards for the wider engineering organization, and wrote the contribution guidelines and schema design docs teams used to share one GraphQL service.
- Designed and implemented the unit and end-to-end testing strategy, holding coverage at **90% or higher**.

Apollo GraphQL · GraphQL platform and open source tooling

Open Source Engineer 2019 – May 2021 · Remote

- Proposed Rust as a new language for the company, then led the initiative to build **Rover**, a new Rust CLI for Apollo's main product line; Rust went on to have a growing influence across the company.
- Helped design and build **Apollo Federation's** composition algorithm and its test suite.
- Maintained the Apollo CLI and VS Code extensions (**500+ commits** across Apollo open source), coordinating releases with multiple teams and product roadmaps.

Apollo Architect Apr 2018 – 2019 · Remote

- Led frontend and backend architecture reviews, training, and workshops for customers adopting GraphQL, and worked with engineers inside and outside Apollo on best-practice docs for running GraphQL in production.

Major League Soccer · Professional football league

Lead Engineer, Mobile Jul 2017 – Apr 2018 · New York, NY

- Led mobile engineering, building the iOS and Android apps in React Native and the GraphQL API behind them with Apollo Server.
- Worked directly with the design team to build a performant, dynamic, data-heavy UI with live event visualizations and graphs.
- Mentored junior engineers in their first engineering roles, set up the type system and unit testing, ran weekly team teaching sessions, and managed the project timeline.

SKILLS

Frontend: React, React Native, Expo, Next.js, TypeScript, JavaScript, Tailwind CSS, Cypress

Backend & APIs: Python, Django, GraphQL, Apollo Client & Server, Apollo Federation, Node.js, Stripe

Practice: AI-assisted development (Claude Code), Experimentation (Statsig), Web accessibility (WCAG), Testing strategy, Design systems, Rust & CLI tooling, Mentoring

TALKS, WRITING, AND PROJECTS

Conference talks: GraphQL Tooling (GraphQL NYC Meetup, 2019); Testing GraphQL (GraphQL Summit, 2018); GraphQL at the Edge (GraphQL NYC Meetup, 2018); A Hands-On Look at Apollo GraphQL (Apollo Day, 2018); State Management with Apollo (GraphQL Radio, Episode 12, 2018); When Front-End Met Back-End: A GraphQL Love Story (Asbury Agile, 2017)

Teaching: Intro to Web Accessibility (Homeaglow internal tech talk, 2023); Next.js (Homeaglow internal tech talk, 2023); Open Source Software From My Eyes (Clemson University, 2021); Remote Networking and Technical Leadership (Clemson University, 2020)

Writing: Carbon Health's Resilient Enterprise Frontend Application; React Style Guide; GraphQL Style Guide; Authorization in GraphQL (apollographql.com); AI & Personalized Productivity; The maintainability issue with AI coding

Open source: Rover, Apollo Federation, Apollo CLI, Apollo GraphQL VS Code extension

Corvid: My own command center for running parallel Claude Code workstreams. Each task's PR status, Linear project, Slack threads, and agent workspace live on one board, so nothing gets lost between them.

EDUCATION AND CERTIFICATION

BS Computer Science (US), Clemson University, 2016
Certified Professional in Accessibility Core Competencies (CPACC), IAAP, 2023 – 2026