Peter Schmalfeldt

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SUMMARY

I am a Senior Full-Stack Web Developer with over 25 years of experience. My career has spanned everything from leading retail teams to building dev teams and architecting complex systems. I don't just write code, I design solutions that align technology with real business needs. With experience in hands-on development, team leadership, and freelance consulting, I bring a well-rounded, practical approach to every project.

EXPERIENCE

Senior Digital Engineer | Patagonia | Remote | August 2022 - Present

- Developed AI-powered chatbots, eliminating 100% of routine onboarding and support inquiries and enabling teams to focus on higher-value interactions.
- Reduced page size by 40%, cut customer device CPU usage by 98%, and lowered bounce rates by 5%, significantly improving site performance and user experience.
- Led accessibility initiatives that expanded compliance, integrating screen reader and keyboard navigation testing to address 100% of ADA accessibility categories.

Tier 5 - Senior SFCC Full-Stack Developer (Certified) | Red Van Workshop | Remote | December 2017 - August 2022

- Integrated Salesforce Commerce Cloud solutions across 5+ major client platforms, customizing third-party cartridges to meet complex enterprise requirements.
- Spearheaded rapid deployment of BOPIS, Curbside Pickup, and Same Day Delivery services within 30 days during COVID-19, enabling clients to maintain operations.
- Mentored developers and conducted code reviews, identifying performance and accessibility issues in 10% of submissions, improving overall deployment quality.

Freelance Solutions Architect | Manifest Interactive | Part-time | Self-employed | January 2000 - Present

- Delivered 150+ custom web applications for 50+ clients, including Fortune 500 companies, over 25 years of freelance consulting.
- Developed custom tooling and documentation that reduced future project development times by 30–50%, accelerating client delivery pipelines.
- Maintained long-term client partnerships, retaining services for 5–10+ years to support innovation, rapid prototyping, and digital transformation initiatives.

EDUCATION

Bachelor of Interactive Media | Webster University | Minor in Audio Engineering | 3.85

St. Louis, MO | 2004

CERTIFICATIONS

Salesforce AI Associate | Salesforce | 2024

Salesforce B2C Commerce Developer | Salesforce | 2022

SKILLS

Programming: JavaScript, TypeScript, Python, PHP, Bash, API Integration, Full-stack, Front-end, Back-end

Frameworks: Laravel, React.js, Next.js, Node.js, Vue.js, Angular, Vuex, Vuetify, Bootstrap, jQuery, Tailwind, Sass

Databases: MySQL, PostgreSQL, SQLite, Redis, ElasticSearch

DevOps: AWS, Azure, Docker, Git Hub, CI/CD pipelines, CircleCI, Cloud Services, APIs

Machine Learning: NLP, Computer Vision, Model Training, Tuning, and Evaluation

Artificial Intelligence: Agentic AI, Generative AI, OpenAI, Chatbot, Azure OpenAI Services, Microsoft Copilot Studio

Web Optimization: Performance, SEO, Analytics, Accessibility, UX/UI