PETER SCHMALFELDT

SENIOR FULL STACK ENGINEER

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SUMMARY

Results-driven Senior Full Stack Engineer with over 25 years of experience. Proven expertise in e-commerce, front-end development and back-end development. Skilled in building custom AI Solutions with Chatbots, Prompt Engineering, Azure OpenAI Services and Microsoft Copilot Studio. Adept at leading teams, optimizing digital commerce experiences, and delivering scalable, high-performance web applications.

WORK EXPERIENCE

Senior Digital Engineer

Patagonia | Full-time | Remote | Aug 2022 – Present

- Work with leadership to create and test new AI solutions, including chatbots and automation, to improve company operations.
- Designed, developed, and optimized digital commerce experiences as a Certified Senior Salesforce Commerce Cloud B2C Developer.
- Led system integrations, platform enhancements, and front-end development as a Salesforce Commerce Cloud Developer.

Tier 5 - Senior SFCC Full-Stack Developer (Certified)

Red Van Workshop | Full-time | Remote | Dec 2017 – Aug 2022

- Developed custom solutions for large e-commerce retailers on Salesforce Commerce Cloud, leading SI teams to integrate and customize third-party cartridges.
- Gained expertise in high-demand integrations like BOPIS, Curbside Pickup, and Same Day Delivery, while developing custom cartridges and complex features.
- Worked extensively with Custom/System Objects, data imports/exports, jobs, and Content Slots/Assets, while guiding teams in transitioning to On-Demand Sandboxes.

Owner & Founder

Manifest Interactive | Part-time | Self-employed | Jan 2000 – Present

- Lead a team of engineers, developers, and designers to create custom applications for Fortune 500 companies, replacing outdated systems to improve efficiency and security.
- Oversee staff training, technical documentation, and project management to ensure successful application development and implementation.
- Manage business operations and marketing efforts to drive innovation and client success.

SKILLS

Programming: JavaScript, Typescript, Python, PHP, Bash

Frameworks: React, Next.js, Node.js, Vue.js, Angular, APIs

Databases: MySQL, PostgreSQL, SQLite, Redis, Elasticsearch

DevOps: AWS, Azure, Docker, GitHub, CI/CD pipelines, CircleCI

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

AI Frameworks: OpenAI, PyTorch, OpenCV, TensorFlow, Azure OpenAI Services, Microsoft Copilot Studio

Soft Skills: Management, Organization, Attention to Detail, Problem Solving, Verbal Communication

CERTIFICATES

Salesforce

- AI Associate | Sep 2024
- B2C Commerce Dev | Mar 2022

EDUCATION

Webster University

Bachelor of Interactive Media
Certificate in Web Design
Aug 2000 – Aug 2004