

Peter Schmalfeldt

Senior Full-Stack Web Developer

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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.

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Lead a team of engineers, developers, and designers to create custom applications for Fortune 500 companies, replacing outdated systems to improve efficiency and security.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