Peter Schmalfeldt

SENIOR FULL-STACK & AI ENGINEER | SOLUTIONS ARCHITECT

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SUMMARY

Senior Full-Stack Engineer, Senior AI Engineer, and Solutions Architect with 25+ years of experience turning ambiguous business ideas into production-ready custom web applications. Own the complete product lifecycle across stakeholder and user discovery, requirements, architecture, UX/UI design, rapid prototyping, front-end and back-end development, APIs, databases, testing, deployment, and iteration - or lead client teams through delivery.

Combine deep software engineering experience with applied AI, including AI-assisted development, generative AI and large language model (LLM) applications, agents, conversational interfaces, retrieval-augmented generation (RAG), workflow automation, and enterprise enablement. Bring extensive ecommerce experience across Shopify, Salesforce Commerce Cloud, custom platforms, system integrations, fulfillment, performance, and accessibility.

INDEPENDENT CONSULTING

Founder & Principal Consultant, Full-Stack and AI Engineering

Manifest Interactive | Part-time Independent Consulting | January 2000 - Present

- Partner with founders, executives, and business stakeholders to turn early-stage ideas into aligned product plans through empathy interviews, business use cases, functional and technical requirements, RACI matrices, milestones, and stakeholder sign-off.
- Provide end-to-end product ownership across product strategy, UX/UI and visual design, wireframes, rapid prototypes, software architecture, full-stack development, APIs, databases, security, testing, production launch, and ongoing improvement.
- Designed and delivered 200+ custom web applications for more than 50 clients, including Fortune 500 companies, with client relationships extending as long as 15 years.
- Frequently serve as the sole product design and engineering resource; when clients have internal teams, lead delivery as a solutions architect and lead engineer by defining scope, sequencing work, mentoring contributors, and coordinating feedback.
- Ship projects in incremental milestones so real users can validate the product early; create testing matrices, coordinate human testing, collect structured feedback, and guide production iteration.
- Build modern applications with Next.js, React, TypeScript, JavaScript, PostgreSQL, Supabase, shadcn/ui, and Tailwind CSS, including custom APIs, third-party integrations, role-based access control (RBAC), row-level security (RLS), and cloud deployment.
- Apply Codex, Claude Code, and GitHub Copilot within a disciplined AI-assisted development process; build custom agents, skills, chatbots, automations, and customer-facing applications connected to AI backends. Created reusable tooling and documentation that reduced development time on subsequent projects by 30-50%.

PROFESSIONAL EXPERIENCE

Senior AI Engineer

Patagonia | Remote | July 2026 - Present

- Serve as the first engineer on Patagonia's newly formed Artificial Intelligence team, leading end-to-end delivery of cross-functional AI solutions from ambiguous business challenges through aligned plans, prototypes, architecture, and production-ready applications.
- Build decision-support, planning, recommendation, knowledge, and workflow applications using generative AI, large language models, agentic systems, retrieval-augmented generation, vector databases, Microsoft Foundry, Azure OpenAI, Next.js, PostgreSQL, and Supabase.
- Developed and launched an internal Microsoft Teams HR knowledge assistant that redirected nearly all repeat open-enrollment questions answerable from existing content, allowing HR specialists to focus on complex employee needs.
- Drive enterprise AI enablement through one-on-one coaching, reusable development scaffolding, custom coding agents and skills, Model Context Protocol (MCP) integrations, documentation, and training for GitHub Copilot, Claude Code, Microsoft Copilot Studio, and Microsoft 365 Copilot.
- Communicate initiatives and technical direction with senior leadership and cross-functional stakeholders; contribute to AI steering committees and solution reviews involving architecture, data, security, scalability, maintainability, responsible AI, and governance.

PROFESSIONAL EXPERIENCE, CONTINUED

Senior Digital Engineer

Patagonia | Remote | August 2022 - July 2026

- Built and supported Patagonia's enterprise ecommerce platform through Salesforce Commerce Cloud development, production troubleshooting, system integrations, third-party vendor support, and ongoing platform improvements.
- Served as a senior technical contributor across solution design, code reviews, standups, developer mentoring, and cross-functional delivery with QA, Product, and Marketing.
- Advanced accessibility through automated testing tools, engineering documentation, developer education, and code reviews that identified and corrected usability barriers before release.
- Translated ecommerce initiatives and business needs into technical approaches, integration plans, and executable work, helping Engineering, Product, QA, Marketing, and external vendors align on scope and delivery.
- Created automated engineering tools, reusable development workflows, and extensive internal documentation to support consistent code quality, knowledge sharing, and developer productivity across the Digital Engineering team.

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

Red Van Workshop | Remote | December 2017 - August 2022

- Delivered enterprise ecommerce applications and integrations as a Tier 5 developer, Red Van Workshop's highest engineering level, working across Salesforce B2C Commerce front-end and back-end systems.
- Helped implement BOPIS, curbside pickup, and same-day delivery capabilities for a major retailer within 30 days during COVID-19, supporting continued operations while physical stores were closed.
- Researched, scoped, documented, and implemented solutions spanning payments, inventory, order management, fulfillment, tax, search, customer data, content, analytics, and third-party services.
- Translated business needs into functional and technical requirements, provided architecture recommendations, and divided complex initiatives into executable work for delivery teams.
- Mentored agency developers and client engineering teams while creating technical documentation, code standards, accessibility guidance, testing tools, and CI/CD improvements through user acceptance testing (UAT).

SKILLS

Full-Stack Engineering: Custom Web Application Development, Product Design, UX/UI Design, Responsive Design, Front-End Development, Back-End Development, API Design and Integration, Database Design and Administration, System Integration, RBAC, RLS, Performance Optimization, Accessibility, Testing, CI/CD, Cloud Deployment

AI Engineering: Artificial Intelligence, Machine Learning, Generative AI, Large Language Models (LLMs), Agentic AI, AI Application Development, AI-Assisted Software Development, RAG, Vector Databases, Conversational AI, Chatbots, Prompt Engineering, Workflow Automation, AI Enablement, Responsible AI

Languages & Frameworks: JavaScript, TypeScript, Python, PHP, SQL, Bash, HTML, CSS, React, Next.js, Node.js, Vue.js, Laravel, Lit, Storybook, Tailwind CSS, shadcn/ui, Bootstrap

Developer Tooling: Git, GitHub, Docker, Bash, CLI/Terminal, CI/CD, Azure DevOps, Claude Code, Codex, GitHub Copilot, Ollama, MCP, AI Coding Agents, Custom Agents & Skills

Data, Cloud & AI Platforms: PostgreSQL (Postgres), Supabase, MySQL, Redis, Elasticsearch, AWS, Microsoft Azure, Microsoft Foundry (formerly Azure AI Foundry), Azure OpenAI, Vercel, Docker, Azure DevOps, GitHub, OpenAI, Claude, Codex, GitHub Copilot, Microsoft Copilot Studio, Microsoft 365 Copilot, Microsoft Teams Agents

Ecommerce: Ecommerce Architecture and Development, Shopify, Salesforce Commerce Cloud (SFCC), Salesforce B2C Commerce, Salesforce Reference Architecture (SFRA), Custom Ecommerce Platforms, Payments, Tax, Order Management, Inventory, Fulfillment, Search, Third-Party Integrations

Architecture & Leadership: Solutions Architecture, Software Architecture, Technical Discovery, Requirements Analysis, Rapid Prototyping, Stakeholder Management, Cross-Functional Leadership, Technical Leadership, Mentoring, Development Standards, Documentation, Human-Centered Design

CERTIFICATIONS

Salesforce Certified AI Associate | Salesforce | 2024
Salesforce Certified B2C Commerce Developer | Salesforce | 2022

EDUCATION

Bachelor of Interactive Media | Minor in Audio Engineering | Certificate in Web Design | GPA 3.85
Webster University | St. Louis, MO | 2004