

BJ McDonald



PRODUCT ENGINEER / FORWARD DEPLOYED ENGINEER

Garland, TX · Remote

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PROFILE

Product engineer, 11+ years of client-facing work. Strongest early, when the problem is still ambiguous and nobody has decided what should exist yet. Owns discovery, design, engineering, integration, deployment, and production troubleshooting.

EXPERIENCE

Founder and Product Engineer

Stryde Digital · Oct 2023 to present

- Built a custom webhook adapter taking enterprise user and store updates into MySQL through Nuxt, Nitro, and Drizzle ORM.
- Built a bidirectional Zoho CRM operations platform spanning quotes, purchase orders, and price lists, with Appwrite holding pricing, document sections, and Discount From Invoice data.
- Automated territory-map generation from live county records, replacing approximately 40 hours of manual work per revision.
- Delivered lead-capture integrations with automatic retries, monitoring, and failure alerts.

UX/UI Consultant and Full-Stack Developer

Independent Consulting · Apr 2017 to Sep 2023

- Delivered discovery, UX, full-stack development, integrations, migrations, deployment, and post-launch support.
- Built staff-directory integrations and procurement workflows inside existing customer platforms and their constraints.

EARLIER EXPERIENCE

Director of UI and Development

Johnson & Sekin · Feb 2015 to Apr 2017

Director of User Experience

Levenson · Feb 2014 to Feb 2015

Senior UX Designer

WorldVentures · Oct 2012 to Oct 2013

Online Visual Designer

Blockbuster · Jun 2007 to Oct 2011

CORE STACK

TypeScript · JavaScript
React · Vue · Nuxt
Node.js · Nitro
SQL · MySQL · Drizzle ORM

INTEGRATIONS

REST APIs · Webhooks
Zoho CRM · Appwrite
Convex · HubSpot
FieldRoutes · Quo

DELIVERY

Technical discovery
Solution architecture
Authentication
Testing and monitoring
Production troubleshooting
Deployment · Netlify · Git

EDUCATION

Bachelor of Fine Arts

Southern Methodist University

ADDITIONAL

Python: project experience

AI assists research, implementation, and debugging in my development work.

Unclear problems. No obvious answer. I work out what should exist, then build it.