Jacob Budin

jacobbudin.com
self@jacobbudin.com
814-321-1168

Work

AI Integrations Architect, Unedo, 2025-

Crafting AI-assisted CMS workflows in Sanity and React to turbocharge the editorial team's capacity to build content in this next-generation Spanish-learning iOS app

Technical Director, Kettle, 2020-2025

Led major technology projects on behalf of clients including American Express, Apple, Discover, Fear of God, Korres, Peloton, Ship & Play, SoFi, and Zocdoc

- Oversaw department's 15 technology team members—individual contributors and development managers—across the stack, including QA, and its hiring pipeline
- Managed resource allocation across specialities and timezones, including near- and off-shore talent, to foster efficiency and ensure time-sensitive deliveries
- Owned escalated issues by means of identifying domain experts, delegating responsibility, setting expectations, and following through to final resolution
- Developed organization systems including to generate cross-department productivity including resource-allocation sharing and in-house email review platform
- Defined team benchmarks through documentation, performance and code reviews
- Presented key client pitches and meetings, organization-wide forums, and third-party vendor auditing for SOC2 compliance
- Approved key decisions including system and infrastructure architectures, CMS and vendor selection, and process diagrams and content modeling
- Supervised local environment tooling, including GitHub Actions-based CI/CD pipeline
- Promoted an asynchronous, results-oriented, high-transparency culture

Development Manager, Kettle, 2014-2020
Back-end Developer, Kettle, 2011-2014

Knowledge

- Modern web application design patterns (SSR, SPA), including React, across traditional and next-generation MVC frameworks and CMSs (Contentful, Sanity, Strapi)
- Infrastructure automation tooling for provisioning and configuring web and worker services across public and private cloud providers (Ansible, Kubernetes, Terraform)
- Designs of cache strategies, asset delivery, AI prompting (Cloudinary, Fastly, OpenAI)
- Accessibility, i18n, security, metrics, and performance (Core Web Vitals)
- Cross-disciplinary working experience—collaborating on design systems in Figma with interaction designers, on technical solutions for product strategy, on improving CRM workflows for operations, on funnel analysis for e-commerce brands for SEO groups

Open Source

City Score (Python, on PyPI) — extensible city scoring tool
Pinto (Rust, on Cargo) — SQL query builder
PlistParser (Node.js, on npm) — XML Property List (.plist) parser
Portable Wisdom (Python, on PyPI and Docker Hub) — Instapaper to EPUB generator

Education

Penn State University, Schreyer Honors College (3.91/4.00), 2006-2010
Yestermorrow, Certificate in Residential Design and Construction, 2025