Jesse Peplinski

I build software with AI.

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SUMMARY

Software engineer with 9+ years shipping customer-facing systems in regulated environments. I build developer tools and AI products, lead enterprise migrations, and bring experience teaching developers and running technical programs.

TECHNICAL SKILLS

Languages	TypeScript, JavaScript, Python, Java, HTML/CSS
Frameworks & Runtime	React, Next.js, Astro, Spring Boot, SwiftUI, Node.js, Tailwind CSS
AI & LLMs	Codex, Claude Code, OpenAI API, MCP, RAG, embeddings, tool calling, structured outputs
Data & Infrastructure	Convex, Supabase/Postgres, Vercel, Azure DevOps, Docker, Git/GitHub, CI/CD, REST APIs, GraphQL
Enterprise CMS	Adobe AEM, Sitecore (6+ years), HTL, JSP, Scriban
Automation	Zapier, Pipefy, Notion, workflow design

EXPERIENCE

Senior Software Engineer

July 2017 — Present

Equitable · Syracuse, NY

- Use **Codex and Claude Code** daily to accelerate planning, implementation, debugging, and legacy modernization within enterprise security, SDLC, and compliance requirements
- Migrated **150 pages** from Sitecore to Adobe AEM with **zero downtime**, collaborating with vendor teams to compress an originally 9-month migration plan into roughly 3 months
- Rapidly prototyped the PCR Rates page in days to clarify stakeholder requirements, then led the production redesign that now drives **thousands of daily views** and generated **hundreds of thousands of dollars** in business impact
- Modernized a **10+ year-old Angular 1** retirement-planning app into an Adobe AEM component in **~3 weeks**, using AI-assisted development while preserving the core calculator behavior
- Led **3 major Sitecore upgrades** (9.1 → 9.3 → 10.2 → 10.3), coordinating data migrations, issue tracking, and release cutovers
- Shipped a **React and Java** customer portal for onboarding brokers from outside firms
- Led chatbot development with **Microsoft Bot Framework on Azure**, managing implementation and the project backlog from prototype through MVP

Partner

2017 — Present

Hack Upstate LLC · Syracuse, NY

- Directed and taught **6 cohorts** of Careers in Code, a 6-month coding bootcamp (2019–2024): admitted **102 students**, graduated **74**, and placed **24 graduates** in tech roles
- Built admissions, student-tracking, and reporting workflows with **Pipefy, Zapier, and Notion**; implemented EOS for goal tracking
- Managed approximately **$1.1M in grant-backed program funding** across local government and economic development partners
- Organized hackathons with **100+ attendees**, connecting developers, students, sponsors, and local organizations

SELECTED PRODUCT & ENGINEERING WORK

PortDeck (TypeScript, SwiftUI, Node.js, Docker) — Built an open-source macOS app that groups processes, ports, Git worktrees, and Docker services, with confirmed stop controls and read-only deployment health across nine providers. Distributed signed, notarized Apple Silicon betas through Homebrew with Sparkle updates.

Postede (Next.js, TypeScript, Convex, OpenAI, Stripe) — Co-built an AI-assisted publishing product that turns website, GitHub, and product context into channel-specific drafts. Connected draft review, scheduling, account-based publishing, delivery status, and analytics in one workflow.

Pep Dashboard (Next.js, TypeScript, Convex, Better Auth) — Built a reporting platform combining visitor analytics, Search Console, Lighthouse, real-user Core Web Vitals, security assessments, and AI visibility checks, with organization/project access controls, report history, and PDF exports.

Pep.Reviews (Next.js, TypeScript, Convex, Stripe, Cloudflare Stream) — Built a platform for requesting and receiving recorded website and app reviews, with authenticated customer dashboards, Stripe Checkout, webhook-verified access, and private video delivery.

EDUCATION

B.S. Computer Science, Mathematics Minor

2015 — 2017

SUNY Potsdam

- Benjamin F. Bradley Memorial Award — High achievement & outstanding department contribution
- Founded Hack Potsdam; grew attendance from 49 to 116, raised $10K, and secured an MLH partnership