

Winston Fassett

[linkedin.com/in/winstonfassett](https://www.linkedin.com/in/winstonfassett)

Versatile software engineer and tech leader in digital products and e-commerce. Expert in end-to-end software delivery across many industries and technologies.

Experience

[ClickFunnels](#)

Marketing-first e-commerce platform for everyone. Conversion-optimized product and course sites with advanced funnel workflows and integrated checkout.

Tech: React, TypeScript, Ruby on Rails, Cloudflare Workers

Principal Engineer, Editor

NOVEMBER 2022 - FEBRUARY 2024

- Led Checkout V2 auth client team to ship one-click checkout for FHL 2023.
- Championed Checkout frontend architecture overhaul to use state machines and nanostores, and integrated with Redux DevTools.
- Built end-to-end OTP login and phone verification checkout flows.
- Built rich and highly-customizable Editor elements with server rendering: image gallery, reveal/accordion, multi-step progress, and custom fields.
- Internally, created frontend dev server, reducing 30s local reloads to per-keystroke, and code generators for teams to create new Editor elements.

[Shopify](#)

Global e-commerce platform for online stores and retail point of sale.

Tech: React, TypeScript, GraphQL, Ruby on Rails

Engineering Manager, Frontend

MAY-JULY 2022

- Led five ReactJS developers working across B2B Draft Orders and Payment Flexibility, a 30-person product area with multiple feature teams.
- Coached engineers on their way to senior, staff and management roles.
- Established team rituals and tools for lightweight planning and statusing.

Staff Engineer, Frontend

DECEMBER 2021 - APRIL 2022

- Built features for payments, payment terms, automated payment reminders, draft orders, email and invoicing.
- Collaborated closely with product and design on UX and frontend prototypes
- Mentored developers on engineering craft and career development.

[Manifold](#)

Chicago-based holding company with venture fund, incubator, product studio

Tech: React, React Native, C#/ ASP.NET, AWS, Azure, PHP/Laravel, Ruby/Rails, Python

Director, Software Engineering

2020 - NOVEMBER 2021

- Led product engineering across startups and enterprise clients.
- Staffed leads on projects, transitioned and mentored until fully independent
- Led development and cloud migration of Kindred RehabTracker, a mobile and tablet app for long-term acute care hospital patients
- Built a team to replace an agency, migrated hosting, and optimized server rendering, halving infrastructure costs and doubling server rendering speeds.

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Principal Software Engineer | Venture CTO

2014 - 2019

- Collaborated with executives, stakeholders, product and UX to design and ship prototypes, MVPs and major product releases for over 20 companies.
- Led product development from inception through launch and operation.
- Guided founders and leads on roadmapping, staffing and technical delivery.
- Lead mobile engineer for Crafty, Sunrise Safety and PowerNotes

Additional Highlights

- Built the launch product for CenseoHealth (now [SignifyHealth](#)), a tablet-based offline-first app for physicians to perform comprehensive in-home healthcare assessments including medical history and medications.
- Built a highly-interactive cross-platform tablet graphing engine for a \$1.3 billion K-12 education pilot with Pearson Learning in Los Angeles schools. Students could sketch graphs, plot equations, zoom and drag axes and charts.
- For [Vivid Seats](#), prototyped a high-performance WebGL venue map and seat-selection for web, Android and iOS, including reusable pipeline for migrating from legacy SVG assets to GeoJSON layers.
- Built [Freeman](#) Labor Planning enterprise system for budgeting and planning thousands of large-scale events and trade shows, including web app with SSO, analytics cube, cell-level security, and time-tracking integration.
- Built [Quick QBL](#) mobile apps with my wife, a labor and delivery nurse and educator, to help nurses effectively estimate blood loss in the operating room, where postpartum hemorrhage is a leading cause of maternal death.

Early Work Experience

Freelance

Lead Full Stack Software and Data Engineer

2013 - 2014

Dallas, TX

Slalom

Lead Full Stack Software Engineer

2010 - 2013

Dallas, TX

Credera

Lead Architect and Developer

2009 - 2010

Lafayette, LA | Dallas, TX

Social Network for Endurance Athletes

Head of Engineering

2008 - 2009

Dallas, TX

ORIX USA

Manager of Application Development

2002 - 2007

Dallas, TX

Perot Systems

Associate

1999 - 2001

Luxembourg | London | Dallas, TX

Tech Skills

- **Languages:** TypeScript, JavaScript, Ruby, C#, Java, Python, PHP
- **Frontend:** Vanilla, React, Vue, Solid, Astro, React Native, Flutter, iOS, Android
- **Backend:** Express, GraphQL, Laravel, Rails, SQL, NoSQL, ElasticSearch
- **Cloud:** AWS, Azure, Heroku, Docker