

# Ian Hwang

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## SUMMARY

Full-stack software engineer and founder of Scaleli who owns product work end to end, from system design and API development through frontend implementation, testing, deployment, and production support. Recent work includes a live construction bidding platform and customer-facing growth products for hospitality, delivered by leveraging modern AI tools to compress iteration cycles while holding architecture and review decisions to a high bar.

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## TECHNICAL SKILLS

**Languages & Frameworks:** TypeScript, Node.js, NestJS, React, Next.js · **Data & Infra:** PostgreSQL, AWS (Lambda, API Gateway, S3), Docker · **Testing & Delivery:** Jest, GitHub Actions, Vercel · **AI-Assisted Development:** Claude Code, Cursor — production workflows for spec-driven coding, test generation, and code review

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## EXPERIENCE

### Founder & Software Engineer - Scaleli

2024 - Present

Product-focused software practice turning operational pain points at construction, hospitality, and early-stage companies into production software — delivered by an AI-accelerated engineering team, from discovery through launch and ongoing operation. [scaleli.com](https://scaleli.com)

### ProjectsToBid - Construction Bidding SaaS Platform ([projectstobid.com](https://projectstobid.com))

*Client: Capital projects manager in public works sector · Delivered in collaboration with the Scaleli team · 2025 - Present*

- Architected and shipped v1 of a multi-party construction bidding platform, onboarding 11 companies and powering the first live bid cycle for a 100,000 sq. ft. industrial renovation project; designed RESTful APIs, role-based access control, submission workflows, and document handling across owner, contractor, and admin experiences.
- Reduced a critical project-detail REST endpoint from ~3.0s to sub-second on production by replacing sequential N+1 query patterns with role-aware parallel fetches, consolidating permission checks, and adding targeted database indexes.
- Authored 446 unit and integration tests across 42 Jest suites for bidding lifecycle, authorization, and settlement flows; enforced GitHub Actions checks for Jest, TypeScript, and ESLint on every PR and shipped schema migrations without production downtime.

### Kaubo Japanese BBQ & Izakaya ([kauboibbq.com](https://kauboibbq.com))

*Client: Yakiniku + izakaya restaurant in Plano, TX · 2025 - Present*

- Built and now operate the restaurant's digital platform across marketing, menu, and reservation flows; current traffic is 930 weekly visitors, with 40 outbound bookings generated from 73 weekly reservation-intent clicks (~55% intent-to-booking conversion).
- Designed and deployed a QR-based Easter promotion platform ([easter.kauboibbq.com](https://easter.kauboibbq.com)) with one-time-use token redemption across 7 prize tiers and separate customer, staff, and admin flows; the 3-day campaign drew 494 participants and produced 160 email signups for follow-on marketing.

**Selected client work:** Venyu / Poppair (pre-launch B2B creator-matching platform) · Newbeans Coffee (lead online operations, marketing, and custom event campaigns across a multi-brand coffee portfolio).

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## PERSONAL PROJECTS

### Odyssey - NestJS, Next.js, Prisma, PostgreSQL, Socket.io, Docker

- Real-time sports data platform with WebSocket odds streaming, American-to-decimal odds conversion and parlay compound math, idempotent event-driven settlement with transaction safety, and scheduled batch ingestion from a rate-limited external odds API with exponential-backoff retries and database-first caching to minimize API costs; full-stack monorepo containerized via Docker Compose.

### Hashtag Generator - Next.js, AWS Lambda, API Gateway, Rekognition, S3

- Built an image-to-hashtag web app on a serverless AWS stack: Next.js frontend, API Gateway, Lambda, Rekognition, and S3 for real-time image analysis and suggestion delivery.

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## EDUCATION & CERTIFICATIONS

### AWS Certified Cloud Practitioner

2024

### Coding Dojo - Full Stack Web Development Bootcamp

2022

### University of California, Los Angeles - B.S. Biology, Departmental Honors

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