

JARROD CARLSON

Principal Software Engineer — Full Stack · Platform & DevOps · Site Reliability

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SUMMARY

Self-taught engineer with 20+ years building production web applications and the platforms they run on. Most recently at Cox Automotive: architected a Heroku-style platform-as-a-service running 165+ applications for 200+ engineers, led an API gateway handling 15+ billion requests a year at 99.99% uptime, then drove a team's shift to AI-first engineering with Claude Code, MCP, and spec-driven development. Full-stack roots in Ruby on Rails, React, and TypeScript across automotive, e-commerce, sports media, and consulting. Seeking environments where technology is the product, not a cost center.

PROFESSIONAL EXPERIENCE

Cox Automotive, Inc. — Atlanta, GA (Remote)

Sep 2018 – Apr 2026

Principal Software Engineer, Platform & Site Reliability Engineering · Logistics division — CentralDispatch.com & Ready Logistics

- Architected and built a platform-as-a-service from scratch — containerized runtimes on AWS ECS, 100% of infrastructure expressed as reusable Terraform modules, GitHub Actions delivery pipelines — growing to 165+ applications across 30+ teams and 200+ engineers, and still in production 7+ years later.
- Built Master Control, a Ruby on Rails control-plane application giving teams self-service management of their apps, environments, and deployments; standing up a new service went from weeks of negotiation to hours.
- Led implementation of an API gateway (Kong) consolidating 60+ microservices behind a single front door — per-customer rate limiting, unified telemetry, and paid rate-limit tiers as a new revenue lever — ending systematic scraping of front-end endpoints; 15+ billion requests a year at 99.99% uptime across two-plus years of operation.
- Zero production incidents root-caused to platform infrastructure over five years: multi-AZ, autoscaled, load-balanced architecture with rolling deployments that never promote unhealthy instances, backed by managed data services (Aurora, DynamoDB).
- Led a six-engineer team's transition to AI-first engineering — Claude Code plugins and skills, MCP tooling, spec-driven development with GitHub Spec Kit — cutting internal tooling delivery from weeks to days; shipped three Claude Code plugins in a single week, including automated pull-request review.
- Led the division's phased migration from a physical data center to AWS, including a 4TB IBM DB2-to-MySQL database migration with zero data loss and a multi-AZ disaster recovery design that eliminated long-standing single points of failure; the platform later carried a \$40M re-platforming of Ready Logistics operations onto DHL.
- Force multiplier across the organization: partnered with architecture teams on SLOs, error budgets, and observability standards; ran weekly infrastructure office hours, technical interviews, tech talks to 50+ person audiences, and Cox's cross-divisional SRE community of practice.

Trineo Ltd — Boulder, CO

Oct 2016 – Sep 2018

Senior Developer · Software consultancy & Heroku partner, later acquired by Salesforce

- Sole US-based engineer on Alterra Mountain Company's Ikon Pass e-commerce storefront (Ruby on Rails, React, PostgreSQL, Heroku) through its first sales season — identity workflows, phone-to-online sales sync, and pass delivery to resort entry hardware from RFID gates to offline barcode scanners; built the Capybara integration test suite bridging the Rails backend and Node rendering layer.
- Replaced Clear Channel Outdoor's century-old, photograph-and-mail proof-of-performance workflow end to end with a geo-tagged mobile capture app and a client-facing map portal, saving hundreds of labor hours every month.

Home Depot — Atlanta, GA

May 2016 – Sep 2016

Senior Development Consultant (Contract) · via Daugherty Business Solutions

- Senior architect-consultant on in-store handheld apps for overnight merchandising crews — price auditing, corrected-batch printing, planogram access — field-tested in live stores ahead of a nationwide rollout.
- Cut deployment cycles from 5+ days to under 2 by replacing monolithic Java/WebSphere releases with small, focused Rails, React, and React Native applications — an early production React Native deployment (2016).

Manheim (Cox Automotive) — Atlanta, GA**Nov 2015 – Apr 2016***Senior Rails Developer (Contract)*

- Built the Sale Facilitation API greenfield in Ruby on Rails, brokering post-auction paperwork between Manheim's online platforms and rate-limited AS400 legacy systems — validate, acknowledge immediately, persist durably, process asynchronously via Sidekiq with safe retries — eliminating caller-facing transaction errors. Still in service six years later.
- Installed modern practices from the first commit: twelve-factor design, fully automated testing and delivery, and AWS OpsWorks instance automation while most of Manheim still ran in a physical data center.

Springbot — Atlanta, GA**Jul 2014 – Oct 2015***Senior Rails Developer & Team Lead · E-commerce marketing automation startup*

- First formal lead role: tapped by the CTO to stand up a second engineering team; hired the team and architected the pipeline that automatically listed Magento merchants' catalogs — tens of thousands of SKUs per store, normalized to Amazon's listing standards — on the Amazon Marketplace (Rails, PostgreSQL, MongoDB, Angular, Heroku).
- Shipped a working beta that competed with far better-funded products at a fraction of the time and cost.

DealerMatch (Cox Automotive) — Atlanta, GA**Mar 2013 – Jun 2014***Senior Software Developer · Dealer-to-dealer automotive marketplace startup*

- De facto technical voice on a 20-developer, full-time-pairing team, hardening a consultant-built single-page-application prototype (Spine.js + Rails) into a production dealer-to-dealer marketplace carrying millions of listed vehicles.
- Hardened the database layer for performance, solved stateful-SPA UX problems at the 2013 frontier, and served as the head product owner's go-to for ad-hoc analysis of what the data could support.

PlayOn Sports — Atlanta, GA**Jul 2010 – Mar 2013***Senior Solutions Architect → Director of Technical Operations · Streaming startup spun out of Turner; ~5th employee*

- Architected and stood up the streaming video platform and event-catalog CMS (Drupal, later Rails; AWS EC2/S3; Wowza) with subscription and pay-per-view revenue shared with state athletic associations — the platform that became the NFHS Network, today streaming more live sporting events than any other company in the world across ~8,000 partner schools.
- As Director of Technical Operations, owned venue-to-viewer delivery of TV-quality live sports on a fraction of a TV budget: production trucks and fly-pack kits, vendor and budget management, and field engineering that kept hundreds of simultaneous Friday-night broadcasts on the air.

Turner Broadcasting System — Atlanta, GA**Sep 2006 – Jun 2010***Web Developer, Turner Sports New Media*

- Built front-end features for nba.com and nascar.com; developed early video-engagement telemetry for the NBA League Pass player — an Omniture SDK facade tracking in-player viewing heartbeats rather than page loads — plus in-player ad integration for live all-access streams.
- Founding developer on Turner's original PlayOn Sports team, delivering live long-tail sports (ACCSelect.com, United Soccer League) on JSP/Tomcat with JavaScript and jQuery.

University of Georgia Athletic Association — Athens, GA**Nov 2002 – Sep 2006***Assistant Manager of Internet Operations*

- Ran georgiadogs.com for an SEC athletic program while carrying a full course load; helped lead a complete redesign and replatform (CBS College Sports → XOS Digital) and launched GXtra, a subscription live-streaming service for non-televised events — in 2005, years ahead of its time.

EDUCATION**University of Georgia, Terry College of Business — Athens, GA****2005***B.B.A., Management Information Systems***TECHNICAL SKILLS****Languages:** Ruby, TypeScript, JavaScript, Python, SQL, HTML/CSS**Frameworks:** Ruby on Rails, React, Next.js, Node.js, Astro**Cloud & Infrastructure:** AWS (ECS, Aurora/RDS, S3, Lambda, DynamoDB, CloudFront, Route 53), Terraform, Docker, Kong, Vercel, Netlify, Render, Heroku, Cloudflare**AI Engineering:** Claude Code, MCP servers, agentic workflows, spec-driven development (GitHub Spec Kit), GitHub Copilot**Data:** PostgreSQL, MySQL, Redis, MongoDB, Elasticsearch, Redshift**Observability:** Datadog, New Relic, Sentry, Kibana, Sumo Logic**Practices:** Site Reliability Engineering (SLOs, error budgets), CI/CD (GitHub Actions, CircleCI), TDD (RSpec, Jest), Agile/Kanban