



# JETHRO LAI

SOFTWARE ARTISAN

## CONTACT

### Phone

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### Email

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### Location

San Francisco Bay Area

### LinkedIn

linkedin.com/in/jethrolai

### Website

jethrolai.com

## SKILLS

Backend & Architecture Focus

Microservices & APIs

Full-Stack Development

Infrastructure & DevOps

## EDUCATION

### M.S. Telecommunication Engineering

 University of Pennsylvania  
2008

Focus: High-Performance  
Networking & Distributed Systems.

### B.S. Electrical Engineering

 Yuan Ze University  
2004

Minor in Communication Engineering

## WORK EXPERIENCE

### Member of Technical Staff

*Atoms* / San Francisco, CA / Jul 2020 – Present

Spearheaded the Customer Journey Platform, architecting features for onboarding, upselling, and agreements. Architected ACE, replacing Zendesk/Slack dependencies to streamline support workflows. Engineered the Operation Command Center, an automation hub processing millions of tasks hourly. Developed the Licensee Document Service for complex international legal requirements.

### Staff Software Engineer

*Carta* / San Francisco & Palo Alto, CA / Nov 2019 – Apr 2020

Founding member and tech lead of the LLC and Enterprise team, driving core product development. Top contributor to LLC services and dedicated mentor for peer engineers.

### Principal Software Engineer

*Personal Capital* / Redwood City, CA / Oct 2017 – Nov 2019

Created the first Event Data Pipeline utilizing AWS Kinesis, Lambda, and DynamoDB. Engineered real-time email tracking and the company's first REST API using SpringBoot. Built the KYC Service for authentication and dockerized the Advice & Communication Engine.

### Senior Software Engineer

*Quantcast* / San Francisco, CA / Jul 2015 – Oct 2017

Developed scalable systems for attribution and split funnel analysis; operated 40+ internal services.

### Chief Software Architect / Founding Engineer

*Truly* / New York & San Francisco / Aug 2013 – Mar 2015

Led end-to-end technical development by refactoring core systems for extensibility and building mission-critical integrations with Twilio, Google, and Salesforce.

### Software Development Engineer / SDET

*Comcast* / Philadelphia, PA / Jan 2011 – Aug 2013

Developed backend APIs for the X1/X2 platform and engineered the GreenBuild test suite, increasing coverage to nearly 100% with 2,000+ test cases.

### Master Software Engineer

*Bashpole Inc.* / Philadelphia, PA / Sep 2008 – Dec 2010