Jacob Roschen

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EXPERIENCE

LEAD SOFTWARE ENGINEER
July 2017 – Present

Salesforce, Indianapolis, IN / New York, NY

Package Manager (2021) — Helped lead a greenfield product which customers use to export and recreate their data across different accounts. Package Manager integrates dozens of heterogeneous apis into one unified api, automatically detecting any required data that is required in the new account. It's built 100% in TypeScript, using React & NodeJS, as well as OpenAPI for modeling APIs.

Builder Framework & Lightning Email Builder (2020) — Tasked with building a new unified UI framework for building drag & drop editors on the Salesforce platform, with full extensibility for third parties. Written in TypeScript and Lightning Web Components. We simultaneously built an Email Builder while another team built a website builder using the new framework.

Interactive Email (2019) — Primary UI developer leading a team of 3 other developers on a new React app that plugged into Content Builder that enabled customers to easily add forms to their email.

Content Builder & Email Editor (2017-18) — Rejoined the same team from my previous internship. Worked with the team to improve the third party Custom Block SDK, add Mobile Messaging, and general improvements.

In addition to the above work, I've mentored two interns, migrated an Angular 1 application to Angular 10, built a tool to migrate QUnit tests to Jest, drove forward the EOL on a custom solution, and contributed to Salesforce's Lightning Design System for React.

SOFTWARE ENGINEER INTERN
Summer 2016

Salesforce, Indianapolis, IN

Worked as a UI developer on the team that developed Salesforce Marketing Cloud's new drag-and-drop email builder. Utilized Javascript/jQuery/backbone, along with QUnit for unit tests.

SOFTWARE ENGINEER INTERN
Summer 2015

Cartegraph, Dubuque, IA

Worked on a large Operational Management System for local governments. The primary tech was C#, KnockoutJS, jQuery, Less, and SQL Server. Every piece of code written was peer-reviewed, and if applicable, unit tested.

WEB PROGRAMMER
January 2014 – June 2017

Carver College of Medicine at University of Iowa, Iowa City, IA

Helped create and maintain small web applications using C#, jQuery, CSS, HTML5, and SQL Server. Owned a handful of projects from start to finish. I also assisted in a large Oracle to SQL Server migration, including rebuilding SQL Server reports and rewriting SQL queries.

PERSONAL
2011 - Present

Like many developers, I have a handful of personal projects that I've used to learn new skills and technologies. The most prominent one is IowaBus, a bus tracking app for Iowa City and the surrounding cities. Developing, shipping, and supporting an iOS app provided invaluable experience about how people use software in the real world. IowaBus peaked at over 1,500 DAUs, 300+ reviews, and 4.4 stars on the App Store.

TECHNOLOGIES

DAY-TO-DAY COMFORT

- TypeScript
- JavaScript/ES6
- React
- Swift
- HTML/CSS/Less/Sass
- C#
- Java
- PHP
- SQL
- GIT

EXPERIENCE WITH

- AWS
- AngularJS
- C/C++
- Objective-C
- Ruby

EDUCATION

University of Iowa
Computer Science, BS