JULL WEBER

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summary

Lead full-stack web engineer, nearly two decades building and operating production e-commerce and integration platforms. Architect and technical lead of a $21.7M-GMV headless Next.js storefront, now building agentic-commerce infrastructure on a spec-driven multi-agent pipeline; Lighthouse 42 to 100, and five years of zero outages at ≈1M annual visits (est.).

skills

Frontend: React · Next.js (App Router, SSR) · TypeScript · JavaScript · HTML · CSS · Sass · Tailwind · Three.js · ECharts / Chart.js · WCAG remediation · Core Web Vitals profiling · Jest · Playwright end-to-end testing

Backend: Node.js · Bun · TypeScript · PHP · GraphQL (schema-typed codegen, WordPress GraphQL backends) · REST and webhook integration · SQL · Python · Stripe · MongoDB · Shopify Functions · FileMaker API integration · custom ERP integration · commerce and SaaS APIs (BigCommerce, Shopify, Algolia, Salesforce/Pardot)

Cloud & Infra: Vercel (edge cache, KV) · Cloudflare CDN · AWS · Google Cloud · DigitalOcean · Render · Docker · GitHub Actions CI · layered caching architecture · pnpm workspaces · Turbopack and Webpack builds (Next.js) · shell scripting and automation · observability and telemetry (Sentry, New Relic) · security maintenance across a 15-20 site hosted fleet

AI & Agents: Custom skill and agent suite (harness-agnostic) · MCP (Model Context Protocol) · spec-driven, TDD-gated agent pipelines ·

multi-agent orchestration · agentic commerce (feeds and agent quote endpoints) · structured data for AI discovery (JSON-LD)

Languages: English · Spanish (fluent)

experience

Principal Engineer & Founder, Monkey Kode (2006-present)

Independent consulting since 2006, operating as Monkey Kode since 2012; includes a consulting-originated conversion to full-time Web Developer at Dailey & Associates, Sep 2010 - Apr 2012.

Practice-wide engineering

- Deliver up to 5 client features in parallel by directing up to 10 concurrent AI agents through a spec-driven pipeline built in-house, with requirements interrogation, dependency-ordered planning, TDD-gated implementation, and cross-model review gates enforced end to end.
- Operate and secure 15-20 concurrent client sites across AWS, DigitalOcean, and managed providers, with hundreds of security fixes across two decades: zero compromises on Node and Next.js through the 2026 Shai-Hulud npm supply-chain waves, and 10 compromised or exposed sites patched simultaneously with parallel agents during the WP2Shell WordPress RCE wave, in a fraction of serial remediation time.

Divers Direct: technical lead, headless commerce platform (2021-present), scuba e-commerce retailer

- Architected and operate a server-rendered Next.js App Router storefront on Vercel behind Cloudflare: ~39,900 catalog variants, ~20k weekly users (≈1M annual visits, est.), $21.7M GMV across ~81,000 orders in five years.
- Re-platformed from Magento to headless Next.js, taking Lighthouse from 42 to 100 (bounce down 87.34%, sessions up 77.96%, page views up 66.30%), and replaced a failing accessibility overlay with real WCAG remediation.
- Set and enforced the team's engineering standards across three time zones (Istanbul, Florida, Los Angeles): daily code review and mentoring, written-first async communication, weekly Scrum, and a kanban tracker, directing a distributed engineering team across five years as technical lead.
- Sustained zero storefront outages across five years with static-first rendering behind layered Vercel edge, KV, and Cloudflare CDN caches.
- Guard the storefront with 2,400+ automated tests (Jest units and Playwright end-to-end), triage incidents through bespoke Sentry reporting, and resolve high-risk issues in 3-5 hours with root-cause fixes.
- Integrated and maintain the 17+ production services a ~$3.5-5M/yr storefront runs on (BigCommerce, Bolt checkout, Algolia with a custom sync pipeline, Prismic, ShipHawk, TaxJar, and a custom ERP bridge), as sole owner of the integration surface.
- Designed an agentic-commerce readiness program and delivered its core against a live tracker: AI-crawler and sitemap policy, server-rendered JSON-LD product schema, a BigCommerce Storefront MCP, and a read-only agent quote endpoint with landed-cost calculation.
- Run live A/B experiments on the storefront through the Vercel Flags SDK: control and treatment variants with cookie-based visitor bucketing, eligibility gating, and crawler exclusion, with each of those modules unit-tested.

Emergent: full-stack engineer and infrastructure owner (5 years, ongoing)

- Built all three of the client's headless Next.js sites on Vercel and all three WordPress GraphQL backends behind them as the sole engineer on the build, and that is the stack the client has run on ever since.
- Operate the custom AWS hosting behind them (provisioning, monitoring, and security maintenance), five continuous years as their infrastructure owner.

Selected client engagements: IATSE Locals 729 and 695, Epicutis, Sente Labs, OrangeTwist

- Built member-profile and dues systems for IATSE Locals 729 and 695 (a Stripe portal with gated one-time and subscription billing, and a website-to-FileMaker bridge), putting 3,700+ union members on self-service profiles, availability updates, and dues payment.
- Built a Shopify admin dashboard managing 3,500 reseller providers for Epicutis (sortable, date-ranged reporting with export and sales-based credit calculation on MongoDB), plus an interactive provider-search map enabling provider-attributed checkout with credit accrual.
- Built the Sente Labs Shopify theme and its commerce logic: custom Shopify Functions transforming carts for discount rules and combination restrictions native checkout can't express, a cart state machine driving an AJAX live-updating sidebar cart, and a Subscribe & Save widget integrated with Recharge; Shopify theme work across the practice also spans Epicutis, LightStim, and Jeisys.
- Migrated OrangeTwist's site-to-Zenoti CRM integration, a custom Python app running on Google Cloud Compute, into a custom WordPress plugin with full admin tooling (debugging views and complete submission logs), cutting recurring compute spend by hundreds of dollars a month.

DancerAccess: founder and CEO (2014–2017)

- Designed and built a multi-sided SaaS career platform for dancers, choreographers, and agents in Zend PHP, covering role-based profiles across three user types, job posting, and audition tooling; directed an eight-person offshore contractor team (project managers, engineers, QA) while personally delivering design, content, and marketing; gathered requirements directly from working dancers, agents, and choreographers with competing needs, and negotiated and delivered a celebrity-fronted launch campaign (Carmit Bachar, Pussycat Dolls).
- Put the business on hold after three years when adoption stayed low against talent agents' control of industry deal flow, carrying forward the 0-to-1 lesson: validate the distribution channel before building the marketplace.

Early career: agency and temp-agency era (2006–2012)

- Delivered hundreds of Flash/ActionScript ad units, ad-delivery, and marketing builds inside the creative and account teams at Dailey & Associates across a tier-one brand roster (TurboTax as the primary account, plus Honda, Lego, Nestlé, ESPN, and McDonald's), including an interactive Honda map-pathfinder application; consulted through temp agencies from 2006.

education

- Massachusetts Institute of Technology, Bachelor of Science in Architecture (Course 4); minor in History of Art and Architecture.
- Self-directed MIT computer-science coursework (OCW): 6.006 Algorithms · 6.034 Artificial Intelligence · 6.036 Machine Learning · 6.042J Mathematics for CS · 6.002 Circuits; 6.001 (Structure and Interpretation of Computer Programs) taken in-program.