

JAMES NETTLES

F U L L - S T A C K S O F T W A R E E N G I N E E R

AI Integration · Web Applications · Mobile Apps · UI/UX · SaaS · Automation

702.666.9919 | contact@jaynettlles.com | Las Vegas, NV | jaynettlles.com | viralmagik.com

PROFESSIONAL SUMMARY

Full-Stack Software Engineer with **10+ years** of experience architecting and shipping **scalable SaaS platforms, AI-powered applications, and enterprise web solutions**. Deep expertise across the full stack — frontend, backend, cloud infrastructure, REST API design, database architecture, and UX-driven product development. Consistent track record of leading products **from concept to production**, integrating LLMs and intelligent automation to eliminate manual workflows and drive measurable business impact. Dual-degreed in Computer Science and Business Administration.

TECHNICAL SKILLS

- **Languages & Markup**
PHP · JavaScript (ES6+) · HTML5 · CSS3 · SQL · Responsive UI · SaaS Product Architecture
- **Frameworks & CMS**
Bootstrap · jQuery · WordPress · WooCommerce · Shopify Payment & CRM / ERP Integrations
- **AI & Intelligent Systems**
OpenAI API · Google Gemini · LLMs · Conversational AI · OCR · Workflow Automation · Claude · Browser Automation & Scraping · Technical Architecture & Full SDLC
- **Backend & Databases**
MySQL · REST APIs · Node.js · JSON Data Modeling · Database Architecture
- **Cloud & DevOps**
Linux / cPanel · Git · CI/CD · API Integration · Performance Optimization
- **Design & Product**
Figma · Adobe CC · UI/UX Design · Responsive Design · Agile / Scrum

PROFESSIONAL EXPERIENCE

Senior Web Developer ■ Computer Market Research Las Vegas, NV 2024 – Present

- Architect and deliver full-stack enterprise web applications supporting product compliance operations and large-scale retail data collection for global brand clients.
- Designed and shipped AI-powered MAP monitoring tools that automate pricing data collection, violation detection, and compliance reporting — replacing hours of daily manual effort.
- Developed scalable REST APIs and backend services integrating third-party platforms, improving system interoperability and data processing throughput.
- Led UI/UX redesign initiatives producing responsive, mobile-first interfaces that measurably improved user efficiency across internal and client-facing dashboards.
- Optimized database queries, frontend rendering, and caching layers to improve application speed and scalability under production load.

Chief Technology Officer ■ Real AI Dynamics (R.A.I.D.) Las Vegas, NV 2023 – 2024

- Owned the end-to-end technical architecture for an AI-powered SaaS platform — from system design and infrastructure through frontend, backend, and API services.
- Integrated LLMs, conversational AI, and intelligent workflow automation, delivering differentiating product capabilities ahead of roadmap milestones.
- Established engineering standards, code-review processes, and deployment pipelines that reduced release cycle time and improved code quality across the team.
- Evaluated and adopted emerging AI frameworks and cloud tools to accelerate product innovation and maintain competitive technical direction.

Senior Web Developer ■ College Aid Pro Remote — Las Vegas, NV 2020 – 2023

- Built and enhanced full-stack features for a SaaS financial-aid planning platform serving thousands of students, families, and financial advisors nationwide.
- Redesigned responsive, mobile-first UI components with strong accessibility focus, measurably reducing user friction across the platform's core flows.
- Optimized frontend rendering, backend logic, and database queries to improve page load performance and platform scalability.
- Refactored legacy codebases into modular, maintainable architecture — reducing technical debt and accelerating future feature delivery.
- Integrated third-party APIs and external services to expand platform capabilities and streamline internal operations.

- Founded and lead a software development agency delivering custom web apps, AI-powered SaaS platforms, mobile applications, and enterprise digital products for 50+ clients across multiple industries.
- Architected full-stack solutions using PHP, JavaScript, MySQL, REST APIs, and cloud infrastructure — managing the complete SDLC from discovery through post-launch support.
- Designed and integrated AI solutions — including OpenAI, Google Gemini, OCR, intelligent chatbots, and document automation — across multiple client product lines.
- Built enterprise-grade integrations with Stripe, Twilio, CRMs, ERP systems, Google Maps API, and major shipping providers.
- Delivered branding systems, UX design, and responsive interfaces using Figma and Adobe Creative Suite, consistently on schedule and within budget.

SELECTED PROJECTS

▸ Kalshi Trading — AI Automated Trading Platform

kalshi.viralmagik.com

- Designed and built an AI-powered automated trading platform integrated with the Kalshi prediction market API, executing real-money trades across political, economic, and event-based markets using machine learning models and real-time signal analysis.
- Engineered an automated trading engine with configurable risk controls, position sizing, market filtering, and a real-time dashboard for monitoring active trades, portfolio performance, and AI model confidence scores.

Tech: PHP · JavaScript · Python · OpenAI API · Kalshi API · MySQL · REST APIs · Real-Time Data Processing · Bootstrap

▸ YG (Rapper) — The Gentlemen's Club Album Shopify Website

yg4hunnid.viralmagik.com

- Designed and developed a high-impact Shopify artist website for Grammy-nominated rapper YG's album release "The Gentlemen's Club," delivering an immersive visual experience aligned with the album brand identity — featuring music integration, media galleries, and a merchandise-ready storefront.
- Built a fully custom Shopify theme with bespoke page layouts, animated sections, mobile-first responsive design, and brand-consistent typography to drive fan engagement and direct-to-consumer sales.

Tech: Shopify · Liquid · HTML5 · CSS3 · JavaScript · Custom Theme Dev · UI/UX Design · Figma · Music & Media Integration

▸ PrepMaster — AI-Powered Kitchen & Recipe Management Platform

prepmaster.viralmagik.com

- Built an AI-powered SaaS platform for commercial kitchen operations: intelligent recipe generation, inventory control, food costing, purchasing automation, and multi-location production planning.
- Architected the full-stack application — database schema, role-based auth, scalable REST APIs, and a responsive mobile-first UI optimized for restaurant staff workflows.

Tech: PHP · JavaScript · MySQL · OpenAI API · REST APIs · Bootstrap · HTML5/CSS3

▸ Impossipool — 3D Multiplayer Billiards Game

impossipool.viralmagik.com

- Designed and developed Impossipool, an original 3D browser-based billiards game with a "twist of fate" mechanic that introduces unpredictable rule changes mid-game — playable solo against an AI bot or head-to-head with other users in real time.
- Engineered real-time multiplayer matchmaking, 3D physics simulation, an AI opponent with difficulty scaling, and an interactive game lobby — combining custom game logic, collision physics, and a responsive WebGL-rendered environment.

Tech: JavaScript · Three.js (WebGL) · HTML5 Canvas · CSS3 · Node.js · WebSockets · 3D Physics Engine · AI Bot Logic · Real-Time Multiplayer · MySQL

▸ MAP Guard — AI Pricing Compliance Platform

mapguard.viralmagik.com

- Architected an AI-powered MAP monitoring system that automates pricing surveillance across thousands of online retailers, classifies violations, and generates automated compliance reports.
- Built interactive dashboards and search tooling that replaced entirely manual compliance tracking processes, cutting review time significantly.

Tech: PHP · JavaScript · MySQL · OpenAI API · Browser Automation · REST APIs · Bootstrap

▸ College Aid Pro — Platform Redesign With WordPress

collegeaidpro.viralmagik.com

- Led full modernization of the SaaS platform — redesigning the UI, refactoring legacy components into modular architecture, and shipping new product features across the financial aid planning suite.

Tech: PHP · JavaScript · MySQL · Bootstrap · WordPress · REST APIs

EDUCATION

B.S. Computer Science · University of Nevada, Las Vegas (UNLV)**2014 – 2019**

Software Engineering · Algorithms · AI · Databases · Networks · Web Development

B.B.A. Business Administration · University of Nevada, Las Vegas (UNLV)**2016 – 2019**

Business Strategy · Project Management · Leadership · Entrepreneurship · Finance