



EXPERIENCE

Senior Growth Engineer @
InVision

Sep 2018 -
Current

Conceived and built the tracking/telemetry system used across InVision's website, which processes hundreds of millions of events per month. Ran several experiments on website to optimize the sales funnel.

Senior Software Engineer @
Socrata (acquired by Tyler Technologies)

Nov 2017 -
Sep 2018

Serving as Frontend Engineer, helping design and build the process for data ingress into the Socrata platform. Created a sense of urgency around product-led growth and growth metrics, which transitioned me to senior engineer on the performance team.

Software Engineer (Growth) @
Qualtrics (acquired by SAP)

Oct 2015 -
Nov 2017

As founding member, built telemetry system for capturing user events for both marketing and UX purposes. Built self-service payment and onboarding system, allowing customers to purchase without going through sales, processing 10s of millions of dollars (integrations with Salesforce, Marketo, Stripe, and Avalara).

Designer / Developer @
Qualtrics (acquired by SAP)

Apr 2015 -
Oct 2015

Developed application to automate the manual process of survey theme design and creation, increasing efficiency by 3x. Developed client facing solutions for many industry leaders, such as Amazon, Facebook, Ferrari, Google, Tesla, Toyota, and Under Armour.

EDUCATION

Brigham Young University

B.A. Spanish (Minors in **Computer Science & Business Management**) Apr 2016

Co-founder of *BYU Developers Club*

SERVICE

Humanitarian Service

Dec 2009 -
Jan 2012

Voluntarily served and learned from the people of the Dominican Republic. Became fluent in Spanish.

PERSONAL PROJECTS

Crave Cookie cravecookie.com

Buy cookies online and cookies are delivered warm to your door. Uses Stripe for payments and Twilio for notifications.

Telescoop telescoop.io

A website crawler/parser that sends you a notification when a specific part of a page changes.

Raze github.com/samueleaton/raze

A simple web framework written in Crystal. Can clock up to 120k requests per second on a single-threaded process.

Sentry github.com/samueleaton/sentry

The most popular process manager written in Crystal that watches files and restarts the application when changes occur.

TECHNICAL SKILLS

- Node.js, JavaScript, React
- Ruby, Crystal, Elixir, OCaml, PHP
- React Native, Electron
- HTML, CSS, CSS Preprocessors
- SQL, Postgres, Redis
- DevOps, AWS, CI/CD, Docker
- Graphic Design