Jason Waters

Experienced Full Stack Engineer

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Summary

I'm a Software Engineer with over two decades of experience building web-based products—everything from front-end interfaces to SDKs, APIs, and backend services. I care deeply about building great software that's elegant, performant, and a pleasure to use.

My foundation is in JavaScript and TypeScript, and I've written a lot of Node.js over the years for APIs, internal tools, and open source SDKs. I'm comfortable across the stack and have contributed to services written in Java, Kotlin, Python, and PHP. Lately, I've leaned into AI-assisted development, which helps me move quickly and contribute meaningfully to almost any codebase.

My approach to engineering starts with clarity: understand the problem, explore constraints, and validate ideas through proof-of-concepts. I enjoy mapping out architecture, getting feedback early, and collaborating closely with others to bring a vision to life. I care as much about the developer experience as I do the end-user experience.

I've worked with teams of all shapes and sizes and spent several years in engineering management before returning to a staff-level IC role. I regularly mentor engineers, lead architecture discussions, and help drive consistency and quality across teams. I've learned that great software is a team sport—and I'm happiest when I'm helping the team ship something we're proud of.

Work History

2019 - Present

Staff Software Engineer, Experience Cloud

Adobe

As Staff Software Engineer in Adobe's Experience Cloud, I've played a key technical leadership role across Adobe Target, Adobe Journey Optimizer (AJO), and Journey Orchestration.

I lead the development of five SDKs (Node.js, Java, .NET, Python, and Browser) that power billions of weekly personalization requests for customers. These SDKs enable marketers to deliver personalized experiences with reliability and scale.

As part of my work on the SDKs, I designed on-device decisioning, cutting latency by 99% and giving Adobe a competitive edge. I also created a unified test framework to ensure consistent, high-quality SDKs across multiple programming languages. In addition, I published code samples and documentation to make adoption and onboarding smooth for developers.

Now, as tech lead for Journey Orchestration authoring tools, I oversee the front-end architecture and help guide teams to build resilient, scalable solutions. We adopted a micro-frontends architecture, enabling dozens of independently deployed apps to form a cohesive, scalable product. My focus is on building performant web apps that are easy to contribute to, have low defects, and minimal tech debt. I've improved app performance by more than 50% since joining the project. And developer velocity has improved greatly since I brought new tools and techniques to the team to more easily build, test and debug features.

On the team side, I mentor new engineers and improve onboarding with clear architecture and documentation, helping everyone contribute quickly.

2017 - 2019

Engineering Manager, Document Cloud

Adobe

As Engineering Manager for Adobe's Document Cloud, I led a cross-functional team of engineers, QA, product, and UX contributors to deliver a bold vision. We built a fully functional prototype for a new product idea that caught the attention of our CEO and execs, setting the direction for Document Cloud Online in 2019. That effort became the next generation of Document Cloud—a single-page web app built with modern web technologies and tools.

I introduced CI/CD practices to the organization, rolling out tools to make releases faster and development smoother. I also pushed for automated testing, tracking code coverage and other metrics to keep our quality high across the board.

I often acted as Technical Program Manager, defining specs and technical roadmaps to guide our projects. As an Agile coach, I kept the team focused on iterative, customer-driven development. I set up metrics and dashboards to track customer usage, behavior, and feedback, using that data to make smart decisions during development.

I also earned a patent for an innovative feature that uses machine learning and anonymous user data to highlight key parts of a document.

On the people side, I handled hiring, performance reviews, and coaching, working to help my team grow and succeed. I loved leading a team that delivered something we were all proud of.

2016 - 2017

Web Application Architect

I founded Startsession to address the gap I saw in quality web applications for small businesses. Recognizing that many companies struggled with unreliable, poorly architected software due to limited access to enterprise-level expertise, I built a consultancy focused on delivering robust, scalable solutions tailored to their needs.

I provided end-to-end technical leadership, defining requirements, architecting solutions, and delivering full-stack applications for more than 15 clients. By leveraging cross-platform expertise, I built hybrid mobile apps using Ionic, Angular, and Cordova, enabling seamless deployment to both iOS and Android from a single codebase. I also delivered solutions across Node.js, Python, PHP, and Java depending on client needs and constraints.

To support scalability and maintainability, I designed cloud architectures and managed deployment pipelines, creating systems that could grow with my clients' businesses. My focus was on crafting beautiful, engaging, and pixel-perfect applications that delighted users and enhanced their experience.

Working closely with business stakeholders, I translated their requirements into technical solutions that were both practical and forward-thinking. This collaborative approach ensured that the applications I delivered not only met immediate needs but also supported long-term growth, empowering small businesses with enterprise-grade technology.

2014 - 2016

Senior Engineering Manager

Workfront

As Senior Engineering Manager at Workfront, I played a key role in scaling the company from 12 employees to over 700, contributing to revenue growth from $3 million in my first year to over $100 million in my last.I led Front-End Engineering across eight cross-functional teams, coordinating efforts across multiple states and countries to ensure alignment and delivery. By designing and implementing new systems, tools, and processes—such as streamlined code reviews, version control, and team collaboration workflows—I enhanced productivity for an organization of over 160 engineers.

Recruiting and retaining top talent was a core focus. I crafted job descriptions, attended recruiting events, developed new materials, and managed the end-to-end talent acquisition process, from initial outreach to onboarding. This helped build a strong, capable engineering team.

I provided quarterly performance reviews and weekly coaching to direct reports, fostering their professional growth while maintaining high team standards. When needed, I executed performance improvement plans, documenting clear paths for growth or, if necessary, building cases for replacement.

As a technical facilitator, I drove architectural changes and framework upgrades by leading discussions, planning off-sites, and guiding implementation efforts. I also planned and coordinated software creation and delivery, ensuring timely and high-quality releases.

Additionally, I managed a $500,000 budget, overseeing expenses for training, hardware, tooling, hosting, travel, conference sponsorships, team rewards, recruiting programs, and internships, balancing fiscal responsibility with team and organizational needs.

2012 - 2014

Engineering Manager

Workfront

During my tenure as an Engineering Manager at Workfront, I had the privilege of mentoring and coaching a team of 12 direct reports. I conducted biannual performance reviews, coordinated merit increases and promotions, and took a thoughtful approach to hiring, performance improvement programs, and, when necessary, terminations. My focus was on fostering growth and building a cohesive, high-performing team of over 40 engineers.

I collaborated closely with Product Management, UX, Engineering, and QA to align on release planning, manage backlogs, set realistic timelines, and deliver software releases efficiently. To streamline onboarding, I created a program that enabled new hires to contribute meaningfully within their first week, setting them up for success from day one.

As a leader of the front-end team, I guided architecture decisions and prioritized managing technical debt to ensure long-term scalability. I also established metrics and developed dashboards that provided clear visibility into the engineering process, empowering both the executive team and the broader organization with real-time insights into our progress and priorities.

Despite my managerial responsibilities, I remained hands-on, writing code and shipping features alongside my team. Through pair programming sessions, I fostered collaboration and shared knowledge, staying connected to the technical work while supporting my team's growth.

2006 - 2012

Senior Software Engineer   Workfront

I had the unique opportunity of joining Workfront when we were a small group of twelve – scrambling to get a viable product into the hands of customers and create a legitimate, revenue producing business. Back then I was tasked with building an interactive, web based, Gantt Chart using Flex that rivaled Microsoft Project's feature set.

Over the first several years I built a half dozen interactive apps that brought the features and feel of desktop applications to the web browser. I also built and released a desktop AIR application. I was even spotlighted by Adobe for building powerful web applications using their latest and greatest technologies.

I moved on from Flash & Flex, and contributed to the Workfront Web Application by writing new features with Java, Javascript, HTML & CSS. During this time we made the difficult decision to rewrite the entire application. I developed a JavaScript framework and UI Widget library that the "New Workfront" relied upon. I also built countless new features with functionality that used JavaScript to dynamically create, modify, and style elements on a page and update responsively via requests to a RESTful API. The rewrite provided a better user experience for customers and a better architected, more scalable application under the hood.

As the company grew, I emerged as a leader and served as Team Lead for a team of 6 developers. I utilized Agile methodologies to keep my team organized, efficient and accountable. We actively developed and shipped countless full-featured product releases.

2003 - 2006

Web & Multimedia Programmer   Rivetal

- Used PHP and mySQL to create dynamic web sites that are database driven and easily updated via an online web panel.
- Constructed web sites with XHTML and CSS web standards.

- Developed XML/PHP/mySQL driven Flash sites which are dynamic and easy to update.
- Developed a new technology that allows for indexing a DVD movie with text, images, videos, sound, and flash that is fully searchable and timed in sync with the movie. The technology was included on major DVD titles such as The Mask, Blade Trinity, and The Wedding Crashers.

2000 - 2001

Multimedia Programmer

Crystal Canyon Interactive

- Integrated Flash, Director and database technologies to create an application that allowed clients to create custom presentations with virtually any media.
- Built entertaining special feature CD-ROM content for X-Men and Planet of the Apes.
- Constructed / Designed countless learning modules that were included within advanced training courses.
- Served as a resource to fellow associates by training them in computer hardware, software and development skills.

💼 Patents

Highlighting key portions of text within a document

US 10,198,436 · Issued Feb 5, 2019

💼 Education

2003 - 2006

Associate, Computer Science

Utah Valley University

💼 Certifications

Oracle Certified Professional Java SE Programmer