

Ten years of shipping software. **Now I ship yours.**

Senior engineer for AI integrations, web apps, and mobile products. From hands-on development to technical delivery leadership, now working independently with clients who need one person to scope, build, and own the result.

Independent · 2023–now

Software Engineer & Technical Consultant

3 products designed and built solo

Velum (AI, iOS beta) · Varilead (AI) · Goods Operator

Fortune 500 automaker · 2021–2023

Managing Consultant · Pariveda

95 → 600+ dealerships during my tenure

~20 people across 2 teams · \$3M renewal won · release staffing 10+ → 3 engineers

PwC · 2017–2021

Tech Lead → Development Manager

1,000+ users on the platform I led

2-week POC won the rewrite · 5x faster queries · 15 engineers

“Dakota, thank you. It sounds like you have really gone the extra mile and I want you to know how much that means. This client is very important to us and the firm... without your effort we wouldn't even be able to get to that step.”

Scott Partner, Asset & Wealth Management · PwC

What I've built, and what I've led.

Velum

Relevant to: Mobile apps with AI features

A private dream archive and AI-guided dream work app, designed and shipped end to end by one person.

Founder & sole engineer React Native, Claude API, Firebase
TestFlight beta

- A custom orchestration layer over the Claude API that enriches every entry by extracting symbols, emotions, people, places, and themes, and categorizes the archive automatically.
- Multi-step AI workflows for six structured dream work methods, including Amplification, Re-entry, and Gestalt Dialogue, run as guided, stateful sessions.
- A privacy-first architecture: Firebase handles only auth and user claims, while all dream content is stored privately and never used as training data.

Digital Retailing Solution

Relevant to: Delivery leadership at scale

Delivery leadership for a Fortune 500 global auto manufacturer's digital retailing solution for new, used, and certified pre-owned vehicles in the U.S.

95 → **600+** **\$3M** 10+ → **3**
dealerships renewal I authored engineers needed per
and won release

During my tenure leading delivery, participating dealerships grew from 95 to 600+. I also authored the \$3M proposal that funded the team's continuation.

Managing Consultant, Pariveda
Next.js, React, TypeScript, Node.js Delivered, 2021–2023

PwC Engagement Plan

Relevant to: Platform rewrites, performance, internal tools

Replaced a spreadsheet maintained by hundreds of people with the system of record for PwC's AWM, PCS, and PFS tax practices.

300 → **1,000+** **5x** 8 hrs → **15min**
users faster queries & ETL imports
page loads

Adopted by 1,000+ tax professionals across Dallas, New York, Chicago, Philadelphia, and Boston, with 5x faster key queries and page loads, tens of thousands of dollars in annual data-transfer savings, and a promotion to Development Manager.

Tech Lead → Development Manager
React, Vue, .NET Core, MongoDB Delivered, 2017–2021

Varilead

Relevant to: Data enrichment and LLM-generated outreach

A lead intelligence platform that turns raw local business data into qualified, outreach-ready leads.

Founder & engineer Web app (mobile-first), LLM integration
In use

Goods Operator

Relevant to: Commerce, payments, and digital delivery

A creator commerce platform for selling digital goods, with built-in product pages, Stripe checkout, file delivery, and buyer accounts.

Founder & engineer
Next.js, Node.js, Vercel, iOS companion app Early beta

Ways to work together.

AI Integration & Automation

Add an AI feature or automate a workflow inside your existing product and systems.

- LLM-powered features, agents, and custom orchestration (Claude, OpenAI)
- Business process automation and data enrichment pipelines
- Model evaluation and prompt testing

Start here A working prototype of one AI feature or automation, with notes on cost, quality, and what it takes to ship.

Full-Stack Product Development

From zero to shipped, on web and mobile.

- MVPs and production web apps with payments, auth, and integrations (Next.js, Node.js)
- iOS and cross-platform mobile apps (React Native)
- AI-accelerated delivery with Claude Code and Codex

Start here One well-defined feature or MVP milestone, deployed to a staging environment you can test.

Technical Consulting & Architecture

Senior judgment before you commit budget.

- Scoping, estimates, and technical roadmaps
- Architecture and code reviews
- Performance and cost optimization

Start here An architecture or codebase review, delivered as a written report with prioritized recommendations.

Fractional Technical PM / Delivery Lead

Bring in a technical delivery lead to plan releases, manage the backlog, and coordinate developers and stakeholders.

- Backlog, sprint, and release management
- Team leadership and stakeholder management
- Budget, staffing, and velocity forecasting

Start here A delivery plan covering scope, backlog, milestones, and staffing assumptions. Ongoing coordination with weekly progress, cost, and risk reporting can follow. It can be combined with hands-on engineering.

How I work

01 Scope

Agree on the goal, what “done” means, and acceptance criteria before any code.

02 First milestone

A small, estimated first milestone, so you see working software early.

03 Review as I build

Working software at every milestone, with progress updates through Upwork.

04 Handover

You get the source, deployment details, and documentation, and nothing is locked to me.

Ten years, one direction: more ownership.

Aug 2023 – Present	Software Engineer & Technical Consultant · Independent, Remote - Designed, built, and shipped my own AI-powered products end to end, including Velum, Varilead, and Goods Operator. - Two years of AI model evaluation for Outlier: comparative assessment and prompt testing of frontier large language models, documenting model behavior and failure cases.
May 2021 – Aug 2023	Managing Consultant · Pariveda Solutions, Chicago, IL & Dallas, TX Led delivery of a digital retailing solution for new, used, and certified pre-owned vehicles in the U.S., built for a Fortune 500 global auto manufacturer. - Promoted 4 consultants and formally mentored 6. - Presented staffing models, hour forecasts, team velocity, and epic-level roadmap options with tradeoffs directly to client leadership. - Hardened the CI/CD pipeline and rebuilt the release process in-house, eliminating a costly third-party Jira plugin.
Nov 2019 – Apr 2021	Development Manager · PwC, Dallas, TX Ran engineering for Engagement Plan, the firm's system of record for its AWM, PCS, and PFS tax practices. - Coached and developed engineers through requirements clarification and career mentoring. - Shipped a limited-view client-facing portal on top of the new system of record for entity tracking and return status. - Won PwC Tax Technology hackathons twice (2019, 2021), out of 17 and 16 teams, with automated time tracking for Engagement Plan and Idea Lab, an internal venture platform that spun up real, funded product teams.
Nov 2017 – Nov 2019	Senior Software Developer → Tech Lead · PwC, Dallas, TX Maintained BPM, the firm's return and extension tracking tool, then was selected to lead its full rewrite. - Delivered a working proof of concept in two weeks, which secured the rewrite and led to promotion to Development Manager. - Automated deployments with Azure DevOps (VSTS) CI pipelines.
Jul 2016 – Nov 2017	Software Engineer · Infogroup, Marshfield, WI - Built .NET applications that interfaced with mainframe data via JCL for marketing teams. - Replaced proprietary reporting software with an in-house SSRS solution, saving \$50K a year in licensing.

Stack

AI	Claude API, OpenAI API, Claude Code, Codex, LLM evaluation
Frontend & mobile	React, Next.js, React Native, TypeScript, Vue
Backend	Node.js, .NET / C#, Python, REST APIs, GraphQL
Data	SQL Server, MongoDB, Firebase, ETL / SSIS
Cloud & DevOps	AWS, Azure, Vercel, CI/CD
Delivery	Agile / Scrum, Jira, Roadmapping, Estimation

Education & certifications

Northcentral Technical College A.A.S., Software Development, 2016 · Frank & Mary Walters Award of Excellence
2022 AWS Partner: Cloud Economics Accreditation
2020 PwC Human-Centered Design
2019 PwC Digital Acumen
2018 Nielsen Norman Group UX Certificate

Work with me through [Upwork](#). Full portfolio and case studies at [dakotakronberger.com](#).