

Ross Waycaster

Staff Software Engineer | Full-Stack Product Engineering

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Staff software engineer with 11 years building customer-facing web products and platforms, including nearly eight years at Shipt. Hands-on across TypeScript, React, Next.js, Node.js, GraphQL, AI-enabled commerce, and production-scale customer journeys. Strong at turning ambiguous product problems into well-tested systems through close partnership with design, data, product, and backend teams.

TECHNICAL SKILLS

Full stack	TypeScript, JavaScript, React, Next.js, Node.js, Express, GraphQL, REST, Expo, Supabase, Convex
Architecture	Backend for Frontend (BFF), server-side rendering, Server-Sent Events, schema design, API design
Quality	Jest, Cypress, Playwright, React Testing Library, Storybook, GitHub Actions, ESLint, Prettier, Datadog
Product	AI-assisted development, analytics, experimentation, accessibility, observability, Figma, OpenAI Codex

PROFESSIONAL EXPERIENCE

Shipt

Sep 2018 – Present

Staff Software Engineer, 2022 – Present | Senior Software Engineer, 2021 – 2022 | Software Engineer, 2018 – 2021

- Originated Shipt's first AI cart builder as a nights-and-weekends prototype; won the 2023 AI hackathon, establishing the concept behind the production "Ask Shipt" experience.
- Engineered the consumer web experience for the production "Ask Shipt" AI Cart Builder: streaming Server-Sent Events, persisted chat and shopping-list state, product swaps, cart integration, and telemetry; drove the experiment-gated rollout and beat Instacart to market.
- Moved add-to-cart orchestration from the browser into a validated Node.js/GraphQL backend-for-frontend, designing lean request schemas, guest identity handling, error logging, rollout measurement, and a clean retirement of legacy client logic.
- Helped open home, search, and retailer pages to zip-only guests while preserving server-rendered store context and guest-to-member carts, driving \$7.9M in GMV impact with a 537% increase in indexable pages. Implemented structured data, sitemaps, metadata, experiments, end-to-end tests, and production monitoring.
- Built reusable Stripe Payment Element flows for wallet and checkout, processing \$10.5M in transaction volume. The flows support cards and digital payments with next-action handling, validation, analytics, PCI-aware boundaries, and automated test coverage.
- Implemented privacy-rights enforcement across anonymous and authenticated users using browser signals, secure cookies, preference synchronization, third-party script blocking, and layered unit, integration, and end-to-end tests; documentation adopted by Legal as the benchmark for other teams.
- Modernized and scaled the platform through React/Next.js and TypeScript migrations, GraphQL infrastructure, reusable CMS systems, feature experimentation, a gateway migration of roughly 720 redirects after identifying their application performance cost, and a Gatsby/Netlify-to-GCP marketing-site migration saving ~\$40K annually.

Waycaster Works

Jan 2016 – Sep 2018

Freelance Developer & Entrepreneur

- Designed and developed responsive websites and mobile applications for small businesses; founded and built a self-service web app for creating and purchasing custom Snapchat geofilters.

Mabus Agency

Jan 2015 – Jan 2016

Web & Mobile App Developer

- Built responsive WordPress sites, shipped cross-platform Ionic apps, and delivered a Node.js, AngularJS, and Firebase customer survey and reporting system.

EDUCATION

Hack Reactor

2017

Advanced Software Engineering Immersive Program

Mississippi State University

2010 – 2014

B.S., Business Information Systems