

Joe Hladnik

Full-Stack Software Engineer

SUMMARY

I am a Full-Stack Engineer and product-minded builder focused on simplicity, reliability, and speed. I design and maintain scalable web applications using modern JavaScript frameworks and data-driven architecture. My approach balances deep technical execution with user empathy and long-term maintainability.

WORK EXPERIENCE

Full-Stack Engineer | North American Muslim Events (NAME) *2023 – Present*

Built a multi-tenant calendar and event-aggregation platform serving hundreds of regional community calendars, connecting community organizations across North America.

- Architected a master scraper using Cheerio and Playwright with cron automation, dynamically executing per-mosque scraper configs stored in MongoDB.
- Ensured data integrity via unique identifiers and “modifiedFlag” logic to prevent overwrites of manual edits.
- Optimized performance by skipping events > 120 days ahead and implementing asynchronous queue execution.
- Built dashboards for admin users to view, update, and manage events in real time with image handling through Cloudinary.
- Deployed via Express on Heroku with session-based authentication and secure cookie management.

Lead Developer & Product Designer | Yewwwkook / ZenSync / Client Projects *2021 – Present*

Spearheaded full-stack development and brand-aligned user experiences across multiple applications.

- Yewwwkook: Surf forecasting platform integrating NOAA buoy data to calculate wave scores and reward verified user reports with access tokens (“tokens”).
- ZenSync: Spiritual wellness network and cross-marketing platform aggregating events from diverse wellness centers and independent practitioners, with campaign tools for practitioners and centers to promote events through banner placements on regional or national levels.
- Other client work: Delivered responsive business sites and apps built on Node, React, EJS, Wix Studio, and WordPress, balancing custom code with maintainable CMS solutions.
- Outcomes: Increased engagement and conversion rates for clients through SEO and UI refinement backed by analytics.

Freelance Engineer / Consultant | Joe Hladnik Web Development *2021 – Present*

Partnered with startups and small businesses to design and deploy custom digital infrastructure.

- Bridged non-technical client vision into clear technical requirements and production code.
- Developed automation tools to streamline operations: scheduling, CRM integration, and data sync between external APIs.
- Maintained sites through ongoing retainers for security patches, SEO, and performance optimization.

CONTACT

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[Github/jhladnik](https://github.com/jhladnik)

SKILLS

Frontend:

React

Next.js

EJS

HTML5

CSS3

Tailwind

Three.js

Backend:

Node.js

Express

MongoDB

SQL

PostgreSQL

Automation & Infra:

Playwright

Cheerio

Puppeteer

Cron

AWS (S3 / Lambda)

Cloudinary

Testing & Tooling:

Jest

Postman

Git

REST / GraphQL API Design

Other:

AI-assisted engineering

Data normalization

Performance Optimization

CI/CD pipelines

HIGHLIGHTED PROJECTS

Master Scraper Framework

- Dynamic pipeline executing per-source scraper files based on DB configurations.
- Supports Cheerio, Playwright, and Puppeteer interchangeably for HTML or JS-rendered sites.
- Ensures fault tolerance through async queue processing and per-task retry logic.

Regional Event Admin Portal

- Custom login tier for regional admins to add events not tied to individual partners.
- Separate dashboard with CRUD features and role-based access via Express middleware.

Analytics and Consent System

- Cookie banner allowing users to opt-in to IP-based unique user tracking.
- Implements privacy-first analytics model logging aggregated usage data in MongoDB.

EDUCATION & CONTINUOUS LEARNING

Carmel Catholic High School - Mathematics Concentration

Ongoing independent study in Computer Science, System Design, and AI Applications

Active in open-source projects and technical communities on GitHub