

Seth Torrence

Lead Software Engineer | Full-Stack Developer | Enterprise Architecture

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Morrison, Colorado, United States

PROFESSIONAL SUMMARY

Lead Software Engineer with 3+ years architecting enterprise solutions across multi-company portfolios, working directly with C-suite executives on daily operations and strategic technology decisions. Proven track record delivering custom ERP systems, managing cross-functional development teams, and modernizing legacy infrastructure. Built production-grade full-stack applications serving 1,000+ users across e-commerce, inventory management, and business operations platforms. Expert in Next.js, React, Node.js, PostgreSQL, and Shopify development with direct C-suite collaboration experience influencing \$20M+ business operations. Partner closely with COO and executive leadership team in regular strategic meetings, translating business vision into technical roadmaps and providing data-driven insights that shape company direction.

Core Expertise: Enterprise Software Architecture | Full-Stack Development | Team Leadership | Legacy System Migration | E-commerce Platforms | Agile Development | Technical Documentation | C-Suite Collaboration | Strategic Planning

PROFESSIONAL EXPERIENCE

INVERSAL | Morrison, Colorado (Remote)

Lead Software Engineer

January 2024 – Present (2+ years)

Principal technical architect for entire company portfolio, providing software engineering leadership across multiple business verticals (Tactics, Lakai). Report directly to C-suite, participating in strategic planning and business-critical technology decisions affecting \$20M+ annual operations.

Key Achievements:

- **Built Custom ERP System (Solo):** Architected and developed complete enterprise resource planning platform in 6 months with zero external resources. System now manages 15,000+ SKUs, 50,000+ customer records, and processes 500+ daily transactions across 3 companies
- **Reduced Operational Costs 40%:** Eliminated \$120K+ annual third-party software expenses by replacing 5 separate SaaS products with unified custom solution
- **C-Suite Strategic Partner:** Collaborate directly with COO and executive team in weekly meetings, translating business requirements into technical roadmaps and providing data-driven insights for strategic decisions
- **Cross-Portfolio Technical Leadership:** Established unified technology standards, development workflows, and CI/CD pipelines across all Inversal companies, reducing deployment time 60%
- **Scalable Architecture:** Designed modular microservices architecture enabling 3x faster feature development while maintaining 99.9% uptime
- **API Development:** Built 50+ RESTful API endpoints supporting internal tools and third-party integrations
- **Performance Optimization:** Improved application load times 70% through database query optimization and caching strategies

Technologies: Next.js 13, React, Node.js, TypeScript, PostgreSQL, Docker, AWS (EC2, RDS, S3), REST APIs, Microservices, Git, CI/CD

TACTICS (INVERSAL COMPANY) | Morrison, Colorado (Remote)

Lead Software Engineer

April 2025 – Present (10 months)

Lead 4-person development team executing complete digital transformation of 25+ year-old skateboarding retail company. Simultaneously maintain legacy C# infrastructure (zero downtime) while architecting migration to modern Shopify + ERP platform (launch April 2026).

Team Leadership:

- **Manage Development Team:** Lead 4 developers through agile sprints, code reviews, and technical mentorship sessions
- **Documentation Champion:** Spearheaded documentation initiative for 100% undocumented legacy codebase, creating 200+ pages technical docs, architecture diagrams, and developer guides enabling team productivity increase of 50%
- **Code Quality Standards:** Established coding standards, PR review processes, and testing protocols reducing production bugs 45%

Technical Execution:

- **Legacy System Management:** Maintained and enhanced 25-year-old custom C# framework serving 100+ daily users with zero knowledge transfer, achieving 100% uptime over 10 months
- **Reverse Engineering:** Deconstructed and documented complex legacy business logic in undocumented codebase, extracting requirements for modern replacement
- **Platform Migration Leadership:** Architecting Shopify Plus + custom ERP migration including data transformation for 30K+ products, 100K+ customer records, and 10 years transaction history
- **Dual System Management:** Synchronize data between legacy and modern systems during transition period, ensuring business continuity
- **Reduced Technical Debt:** Refactored 15K+ lines legacy code, improving maintainability and enabling 2x faster bug resolution

Technologies: C# .NET Framework, Shopify Plus, Liquid, Next.js, Node.js, PostgreSQL, Data Migration, Legacy Systems, Technical Documentation

LAKAI (INVERSAL COMPANY) | Morrison, Colorado (Remote)

Lead Software Engineer

October 2024 – Present (1 year 4 months)

Technical lead for skateboarding footwear brand's e-commerce platform and internal tools. Mastered Shopify ecosystem to deliver custom applications serving both customers and internal operations teams.

Key Achievements:

- **Custom Shopify App Development:** Built 8 production Shopify apps extending native platform functionality, serving 500+ daily active users
- **Employee Productivity Tools:** Developed internal apps reducing order processing time 35% and inventory management workflows 50%
- **Customer Experience Features:** Created customer-facing apps increasing average order value 18% and reducing cart abandonment 12%
- **Shopify Platform Mastery:** Learned Liquid templating, Shopify API (REST & GraphQL), and app development framework in 30 days, delivering first production app within 60 days
- **ERP Integration:** Connected Shopify with custom ERP platform via webhooks and API integrations, enabling real-time inventory sync across 3 sales channels
- **Database Optimization:** Improved query performance 80% through indexing and schema optimization
- **API Efficiency:** Reduced external API calls 60% through intelligent caching, decreasing costs and improving page load speeds

Technologies: Shopify Plus, Liquid, Shopify API, GraphQL, Node.js, React, Shopify Polaris, Webhooks, PostgreSQL, REST APIs

THE EDGE FITNESS CLUBS LLC | Pike Creek, Delaware

Software Developer

January 2023 – February 2024 (1 year 2 months)

Developed internal member management tools and customer-facing web applications for multi-location fitness chain serving 50,000+ members.

Key Contributions:

- Built responsive web applications improving member check-in efficiency 25%
- Developed internal dashboards for operations team tracking 10,000+ monthly transactions
- Collaborated with stakeholders translating business requirements into technical specifications
- Implemented features increasing member portal engagement 40%

Technologies: JavaScript, React, Node.js, MySQL, REST APIs

Sales Specialist

August 2022 – January 2024 (1 year 6 months)

Developed customer relationship and business acumen skills informing user-centric development approach.

DICK'S SPORTING GOODS

Sales Team Lead

July 2020 – July 2022 (2 years 1 month)

Led 8-person sales team, developing leadership and project management skills applied to software engineering.

- Managed inventory systems and POS technologies
- Optimized workflows improving team performance 30%
- Trained 15+ new team members on systems and processes

Salesperson

November 2018 – July 2020 (1 year 9 months)

Built customer relationship and sales skills, gaining deep perspective on user experience and business operations.

EDGECRAFT | Avondale, Pennsylvania

Database Assistant

July 2017 – October 2017 (4 months)

Managed database systems, performed data validation and quality assurance, gaining foundational data management experience.

FEATURED PROJECTS

Multi-Company ERP Platform (2024)

Solo Development | 6 Months | Production System

Complete enterprise resource planning system built independently serving 3 companies, 100+ employees, 50,000+ customers.

Features:

- Inventory Management: 15,000+ SKU tracking, automated reordering, multi-location support
- Order Processing: 500+ daily transactions, automated fulfillment workflows, shipping integrations
- Customer Relations: CRM with 50,000+ contacts, communication history, segmentation tools
- Financial Reporting: Real-time P&L, revenue analytics, expense tracking across business units
- Analytics Dashboard: Custom KPI tracking, data visualization, executive reporting

Impact:

- Replaced 5 SaaS products saving \$120K+ annually
- Reduced order processing time 40%
- Improved inventory accuracy from 85% to 99%
- Enabled data-driven decision making with real-time analytics

Tech Stack: Next.js 13, React, Node.js, PostgreSQL, TypeScript, AWS (EC2, RDS, S3), Docker, REST APIs

Tactics Legacy-to-Modern Migration (2025-2026)

Team Lead | 18-Month Project | In Progress (Launch April 2026)

Leading complete platform migration for 25+ year-old business from custom C# framework to Shopify Plus + modern ERP.

Scope:

- Migrating 30,000+ products with complete attribute mapping
- Transferring 100,000+ customer records with order history preservation
- Converting 10 years transaction data for historical analytics
- Porting custom business logic from undocumented C# codebase
- Zero-downtime transition strategy for 24/7 operations

Technical Approach:

- Documented 100% of undocumented legacy system (200+ pages)
- Built data transformation pipelines for ETL processes
- Developed synchronization layer for dual-system operation during transition
- Created automated testing suite ensuring business logic parity

Team Achievement:

- Maintained 100% uptime on legacy system throughout project
- Reduced migration risk through comprehensive documentation and testing
- On schedule for April 2026 launch

Tech Stack: C# → Shopify Plus, Next.js, Node.js, PostgreSQL, Data Migration Tools, ETL Pipelines

Custom Shopify Apps for Lakai (2024-2025)

Solo & Team Development | 8 Production Apps

Suite of custom Shopify applications extending platform functionality for operations and customers.

Employee-Facing Apps:

- Inventory Management Dashboard: Real-time stock levels across 3 warehouses, automated low-stock alerts
- Advanced Order Management: Bulk editing, custom fulfillment workflows, shipping optimization

- Customer Service Portal: Unified customer view with order history, returns processing, communication log

Customer-Facing Apps:

- Product Customization Tool: Increased AOV 18% with interactive customization features
- Enhanced Product Finder: Reduced bounce rate 15% with intelligent filtering and recommendations
- Size Recommendation Engine: Decreased return rate 8% with AI-powered fit suggestions

Technical Implementation:

- Full Shopify API integration (REST & GraphQL)
- Real-time data sync with ERP platform via webhooks
- Responsive design for mobile and desktop
- Performance optimized (<2s load times)

Tech Stack: Shopify API, Liquid, Node.js, React, Shopify Polaris, GraphQL, PostgreSQL, Webhooks

WHAT SETS ME APART

Strategic Technical Leader: Direct C-suite collaborator driving business-critical technology decisions. Built \$120K+ cost-saving ERP solo in 6 months. Weekly COO partnership ensures technology drives growth strategy, not just supports operations.

Master of Complex Migrations: Led team documenting and modernizing 25-year-old undocumented C# system (200+ pages documentation) while maintaining 100% uptime. Execute complete platform transformations from legacy to modern stack without business disruption.

Rapid Platform Expertise: Learned entire Shopify ecosystem in 30 days, shipped 8 production apps in 60 days. Increased revenue 18% and reduced operational time 50% through custom tooling. Master unfamiliar technology stacks and deliver production results fast.

Versatile Leadership: Excel as solo architect (6-month ERP build) and team leader (4-person migration team). Mentor developers through complex codebases while maintaining personal output. Adapt style to project needs—independent execution or collaborative leadership.

Customer-Centric Engineer: Career foundation in customer-facing roles creates deep UX empathy. Build software real users love, not just technically sound systems. Translate business needs into elegant technical solutions with measurable impact.

CAREER NARRATIVE

Intentional transition from retail and sales leadership into software engineering, bringing invaluable lessons about customer needs, team dynamics, and business operations. This diverse background enables building technical solutions that genuinely solve business problems.

At Inversal, I've demonstrated technical leadership extends beyond code—it's understanding business, architecting scalable solutions, and delivering systems driving real impact across multiple organizations.

Proven Track Record:

- Built production ERP system solo in 6 months, eliminating \$120K+ annual costs
- Mastered Shopify ecosystem in 30 days, delivering 8 custom apps increasing revenue and efficiency
- Led team managing 25-year-old legacy system with 100% uptime while executing complete modernization
- Direct C-suite collaboration influencing business-critical decisions and technology strategy

Whether working independently or leading teams, I deliver the same ownership, execution, and measurable results.

Open to: Full-time opportunities | Remote or Hybrid roles | Lead/Senior Software Engineer positions | Technical Leadership roles

Keywords for ATS: Software Engineer, Full Stack Developer, Lead Developer, Senior Software Engineer, React Developer, Node.js Developer, JavaScript Engineer, TypeScript Developer, Next.js, PostgreSQL, Shopify Developer, ERP Systems, Enterprise Architecture, Technical Lead, Engineering Manager, Cloud Engineer, AWS, API Development, Microservices, E-commerce, SaaS, Agile, Scrum