

ARTHUR BLATTMAN

Principal Engineer

📍 Austin, TX

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Principal engineer who owns a multi-channel retailer's technology operation: the data platform; headless Shopify commerce; integrations across Shopify, POS, ERP, and marketing automation; customer-facing apps; and internal operations tools. Builds AI agent systems with human approval gates so one engineer can run what would normally take a team.

Skills

Languages & Frameworks: SQL, TypeScript, React, Next.js, Astro, Python, FastAPI

Commerce & Marketing: Shopify Plus (Hydrogen, Admin GraphQL), NetSuite (SuiteQL), NewStore POS, Klaviyo, Google (Analytics, Ads, Merchant Center), Amazon SP-API

Cloud & Data: GCP (BigQuery, Cloud Storage, Compute Engine, Cloud Run, Pub/Sub, Cloud Tasks, Cloud SQL, Vertex AI, IAM, Secret Manager, IAP), AWS (S3, Lambda, SQS, CloudWatch), dbt, Dagster, Docker, GitHub Actions

AI: Claude Agent SDK, Claude Code (hooks, skills, subagents, MCP), Codex

Work Experience

Defynd Brands, Austin, TX

Principal Engineer (formerly Data Lead, Data Engineer) | October 2021 – Present

- Own the company's data platform end to end on BigQuery, dbt, and self-hosted Dagster: 500+ models over 30 source systems powering executive, finance, retail, and marketing reporting on shared definitions, POS sales in dashboards within 10 minutes, and the stock-on-hand, run-rate, and out-of-stock data behind store replenishment orders.
- Run the headless Shopify storefront end to end, from Shopify Plus configuration and Hydrogen on Oxygen to custom merchandising, subscription, review, and account features, plus dozens of Astro landing pages that sell straight into the Shopify cart.
- Own the integrations that keep Shopify, NewStore POS, and NetSuite in agreement on products, pricing, inventory, and the full order lifecycle through payments, deposits, and fulfillment, plus Klaviyo and Google Merchant Center, using FastAPI services on Cloud Run, Cloud Functions, and Pub/Sub.
- Own production reliability across Shopify, NewStore, and NetSuite, including vendor-run order-to-ERP flows. Built cross-system reconciliation monitoring and lead root-cause analysis on order, payment, and inventory incidents, such as tracing 350 failed PayPal deposits (\$29.6K) to a single config change.
- Led design and delivery of an in-house loyalty platform that replaced Yotpo: FastAPI and Cloud SQL on Cloud Run, real-time balances and one-tap coupons inside the POS, and a React admin console. It serves 150k+ members, eliminated low five-figure annual SaaS spend, and removed six figures of points liability at cutover.
- Built a year-round in-store body-composition challenge that replaced a manual seasonal program: device-scan ingestion, an event-driven rewards engine, enrollment at the POS, and Klaviyo messaging. 54k+ enrollments, 1.2M+ scans, and \$137k+ in store credit issued automatically.
- Built the internal BI and operations app (React, FastAPI, role-based access) that replaced Power BI as the company's reporting layer and retired hundreds of licensed seats.
- Built Claude Agent SDK agents on Vertex AI that maintain the company's knowledge base, capturing how every department operates alongside the code and live services that run the business. Each change lands as a PR for human review, and the knowledge base gives the agents that build features and investigate incidents a shared, current context.

WP Engine, Austin, TX

Sr. Data Engineer, Data Analyst | August 2018 – October 2021

- Built and managed a marketing data warehouse, enabling full-funnel attribution from paid media to conversions.
- Owned web analytics pipelines and A/B test design across all WP Engine web properties.

IBM (acquired Coremetrics, 2010), Austin, TX

Consultant Team Lead, Sr. Solution Consultant, Implementation Engineer | June 2008 – August 2018

- Led a team of services consultants for IBM's SaaS e-commerce and analytics platforms, and served as primary technical contact for Fortune 500 clients.
- Started at Coremetrics delivering analytics implementations, training, and Level 2 support.

Draidock, Side Project

- A closed-source protocol for running several coding agents in parallel under human approval gates: five agent roles, per-file ownership, independent read-only verification, and a final accept gate that is never delegated. Built using itself.

Education

- **B.S. with a Major in Computer Science, Minor in Mathematics**, Texas State University – San Marcos, 2007