

JOSH FLETCHER

Software and Solutions Architecture | Applied AI | Full-Stack Engineering

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Professional Summary

Hands-on software architect, applied AI builder, and business owner who translates customer needs into full-stack products. Combines stakeholder discovery and product strategy with system design, implementation, deployment, and production troubleshooting.

Technical Expertise

Engineering: TypeScript, JavaScript, React, Next.js, Node.js, Express, REST APIs, Tailwind CSS

Data and Infrastructure: MongoDB, Mongoose, SQL, Firebase, AWS S3 and CloudFront, Linux, Nginx, PM2, Docker, GitHub Actions

Applied AI and Automation: LLM orchestration, structured generation, validation and repair, human review, context management

Solution Delivery: Customer discovery, requirements translation, API integrations, data modeling, rollout planning, production debugging

Professional Experience

SMOD | U.S. Partner | Product and Software Architect | 2024 to Present

- Lead U.S. product and technical delivery for dealer incentives and sales enablement, translating customer requirements into platform workflows and integrations.

iON Books | Founder and AI Product Architect | 2024 to Present

- Own product direction and application architecture for personalized children's storytelling, connecting educational goals with AI generation and user experience.

Fletch Dynamic Design | Owner and Full-Stack Developer | 2023 to Present

- Deliver client websites, software, integrations, and automation from discovery through implementation, hosting, and troubleshooting.
- Build mobile-responsive client websites with API integrations, SEO, and analytics, including WordPress delivery for small and medium businesses.

Freelance | Web Developer and UI UX Designer | 2021 to Present

- Build responsive web applications, REST integrations, and database-backed features using React, Node.js, SQL, MongoDB, and Firebase.

Selected Projects

Multi-Client AI Email Automation | SMOD and Deaton

- Architected a shared outreach platform with isolated client configuration and deployments, integrating SendGrid and Microsoft 365 SMTP.
- Built AI-assisted research, qualification, and email generation with validation and human approval; deployed and monitored Deaton production on Linux using Nginx, PM2, and CI/CD.

SMOD Dealer Incentives and Enablement

- Define rewards, product education, and reporting workflows that connect manufacturer goals with dealer engagement and platform rollout requirements.

iON Personalized Children's Books

- Design personalized storytelling workflows with educational goals and child-appropriate content constraints.
- Coordinate full-stack development and AI integration, including authentication, data storage, and cloud delivery.

OpenBrain Vault | AI Repository Change MVP in Development

- Develop an AI-assisted repository change workflow using selected project context, explicit human approval, and isolated execution.
- Implemented and tested controlled changes in disposable fixture repositories; real-target testing and model integration remain pending.

Earlier Customer and Commercial Experience

FreightPros powered by NTG | Multimodal Sales Executive | 2021 to 2022

- Conducted discovery and demonstrations, relayed customer friction to Product, and supported software testing, colleague training, and system transitions during the company merger.

Earlier roles: Account Executive, SHI International; Solar Consultant, DKD Energy; business co-owner. Experience includes IT consultation, customer education, partner coordination, and project delivery.

Education

Texas State University | Bachelor of Business Administration in Economics | 2018

Austin Community College | Associate of Arts | 2015