

Darryl Schaefer

FULL-STACK PRODUCT ENGINEER

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SUMMARY

Product engineer who turns ambiguous product theses into working production systems. Built an AI publishing stack spanning project-aware authoring, orchestration, cloud rendering, and distribution. Previously owned Casery's Shopify storefront and acquisition systems as direct-to-consumer revenue grew from roughly \$1,500/month to a projected ~\$3M/year.

CORE SKILLS

TypeScript, JavaScript, React, Next.js, Node.js, Shopify/Liquid, Docker, FFmpeg, Puppeteer, Cloudflare R2, LLM/TTS APIs, CLI tooling, Google Ads, Meta Ads, Amazon Ads

EXPERIENCE

Independent Product Engineer | AI Publishing and Media Systems

Nov 2021 - Present

Asheville, NC / Remote

- Designed and built two connected products for long-form publishing: a local-first, project-aware AI editor and a resumable media platform that converts structured text, narration, images, and timing data into long-form video.
- Built and launched a local-first AI editor on Product Hunt, with layered macros that retrieve project context, run specialized model stages, and present replacements as reviewable diffs.
- Separated choreography from Dockerized rendering through persistent JSON production contracts and chunk-based execution, allowing remote GPU jobs to resume without rebuilding completed work.
- Produced 30 videos totaling 8 hours 51 minutes within 24 hours for \$21.47 in API and GPU costs (~\$0.72/video), with ~12 minutes of hands-on operation; reused the infrastructure across read-along and interactive formats.

Casery | Lead E-commerce Developer

Feb 2017 - Nov 2021

Remote

- Joined as a part-time contractor and advanced to Lead E-commerce Developer, serving as the primary technical and operational owner of direct-to-consumer e-commerce and reporting to the CEO.
- Directly managed one full-time e-commerce generalist while coordinating day-to-day e-commerce priorities with customer service, a shared B2B/B2C design team, and internal and agency PR.
- Owned the storefront and catalog as revenue grew from roughly \$1,500/month to a projected ~\$3M/year in my final year.
- Turned in-house printing into a broad on-demand catalog, structuring device and case-type variations for Shopify, Google Merchant Center, paid acquisition, and fast fulfillment.
- Brought advertising in-house and managed more than \$1M in cumulative spend across Google, Meta, and Amazon, using performance data to guide product and release strategy.
- Built Good Morning America promotion integrations and supported distribution through Express, Amazon, Walmart, and other retailers and marketplaces.

SELECTED OPEN-SOURCE WORK

Mock Interviews with AI Hands-free voice interview practice with configurable turn-taking and silence detection. React, Node.js, OpenAI APIs, AWS Polly.

EDUCATION

Flagler College Bachelor's Degree, Business

2013