

Winston Fassett

[linkedin.com/in/winstonfassett](https://www.linkedin.com/in/winstonfassett) | github.com/winstonfassett | Dallas, TX

25 years shipping software across editors, data platforms, e-commerce systems, mobile apps, and most recently an agentic AI product. Full stack, early adopter, best work on hard novel problems. Insatiably curious, with more side projects than time.

Experience

Fabric

Agentic catalog enrichment platform for enterprise e-commerce.

Tech: Next.js, TypeScript, FastAPI/Python, PostgreSQL, MongoDB, Temporal, AWS Batch, Kubernetes/AWS, GitLab CI/CD

Principal Software Engineer

NOVEMBER 2025 – MAY 2026

Led full-stack build of Activate, Fabric's agentic catalog enrichment product. Shipped v2 frontend to a live customer deadline.

- Owned the full Activate stack end-to-end: UI through FastAPI, Temporal workflows, LLM integrations, auth, and feature flags. The only engineer who could trace and fix cross-cutting issues across the entire product.
- Led monorepo consolidation of two fragmented repos with four databases, competing tables, and circular data dependencies. Kept both products live behind feature flags throughout migration.
- Drove CI/CD and infrastructure overhaul with the platform team. Rebuilt clusters across all environments, ported data, and kept production live throughout.
- Built and ran a spec-driven agentic development workflow at Fabric: parallel coding agents across Git worktrees, custom ship-it automation for code review, commits, MRs, and ticket sync. Teammates adopted it.

Ungork

No-code platform for building rich, secure enterprise applications for clients including Goldman Sachs, Marsh, BlackRock, HHS

Tech: React, TypeScript, Angular, Web Components, NodeJS

Staff Engineer, Runtime Ecosystem

OCTOBER 2024 - MAY 2025

Built WCAG-conforming low-code canvas and runtime components and editors.

- Led AG Grid component development and shipped an EAP release.
- Prototyped AI chatbot and migration tooling for app specs.
- Improved performance test accuracy with rewritten metrics collection.

Self-Employed

Technology Consultant and Developer

MARCH 2024 - SEPTEMBER 2024

E-commerce customization, content migrations, and LLM orchestration workflows for copywriting and content generation.

ClickFunnels

Marketing-first e-commerce platform with advanced funnel workflows

Tech: React, TypeScript, VanillaJS, Ruby on Rails, Cloudflare Workers

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Principal Engineer, Editor

NOVEMBER 2022 - FEBRUARY 2024

Built the core component system for ClickFunnels' page builder: themeable, server-rendered editor elements powering storefront creation across their entire merchant base.

- Built OTP login and phone verification flows powering one-click checkout.
- Created a new frontend dev server that cut local reload times from 30 seconds to per-keystroke live updates.

Shopify

Global e-commerce platform for online stores and retail point of sale.

Tech: React, TypeScript, GraphQL, Ruby on Rails

Interim Frontend Engineering Manager

MAY - JULY 2022

Managed frontend developers on B2B Draft Orders and Payment Flexibility teams.

Frontend Staff Engineer

DECEMBER 2021 - APRIL 2022

Built features for payments, payment terms, automated payment reminders, draft orders, email and invoicing. Team included product, UX, data, backend and frontend.

Manifold

Chicago-based venture holding company, incubator and product studio

Tech: React, React Native, C#/ ASP.NET, AWS, Azure, PHP/Laravel, Ruby/Rails, Python

Director, Software Engineering

JANUARY 2020 - NOVEMBER 2021

Led product development end-to-end for 20+ startups and enterprise clients: from first commit through launch and operation, embedded with founding teams as architect and delivery lead.

Primary technical lead across the full portfolio for web, mobile, and enterprise. Owned architecture, stack decisions, and delivery on the hardest projects.

Principal Software Engineer | Venture CTO

DECEMBER 2014 - DECEMBER 2019

React Native tech lead for Crafty Delivers, Sunrise Safety, PowerNotes, RehabTracker.

Additional Highlights

Architected, built, and shipped each of these, working alongside product and design:

- Built CenseoHealth's launch product (now SignifyHealth). Offline-first tablet app for physicians performing in-home health assessments.
- Built the graphing engine and math interactives for Pearson Learning's \$1.3B K-12 pilot in LA schools. Cross-platform, tablet-first.
- Built Vivid Seats' WebGL venue map and seat selector. Fast, fluid, beautifully animated.
- Built the data model, scheduling computations, and OLAP reporting for Freeman's labor planning system. Used across hundreds of major trade shows annually.
- Built Quick QBL with my wife, a labor and delivery nurse. Mobile apps that help nurses estimate surgical blood loss in the OR.