

# PAUL TERHAAR

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## SUMMARY

A driven and accomplished software engineer with deep React experience, a demonstrated history of success in front end and full stack development, responsive web design, UI/UX, animation, Agile methodologies, strategic planning, and interactive media. Experienced in leading successful teams and projects, supporting and servicing clients, mentoring and developing staff, and collaborating cross-functionally.

**Staff Front End/Full Stack Engineer | Team Leader | Effective Communicator | Problem Solver | SaaS Travel Tech Co-Founder | Passionate Advocate for Clean Code, UX/UI, Component Systems, and Users**

## EXPERIENCE

SWIFTLY, Boise, Idaho

**Staff Software Engineer**, Aug 2024 — May 2026

- Designed architecture and led development of new CMS for multi-tenant web platform.
- Led delivery of a new digital circular platform from greenfield POC to production, including multi-tenant theming, geolocation-based store selection, interactive flyer viewer (zoom/pan), offers experience, and shopping list functionality.
- Led a major performance initiative across the web platform, improving Lighthouse scores (35→87) while modernizing data fetching and caching strategies.
- Established reusable CI/CD and environment automation to enable scalable multi-tenant deployments (repo cloning/synchronization, Vercel project and domain automation, secrets and environment variable workflows).
- Strengthened operational reliability through release/process improvements and documentation, reducing incident frequency and improving team throughput.
- Implemented OpenAPI-driven type safety with Zod, reducing runtime defects by catching contract mismatches earlier and strengthening cross-team backend alignment.
- Designed and shipped migration and validation tooling for large-scale recipe imports, improving data quality and accelerating retailer onboarding.

MEDICAL SOLUTIONS, Boise, Idaho

**Staff Front End Engineer**, Jan 2023 — Mar 2024

- Architected and built the front end for a new clinician job search platform from the ground up, leveraging TypeScript, React, Remix, and Tailwind CSS.
- Created map-based search interface, enabling clinicians to visually explore a nationwide, comprehensive database of traveling nurse positions.
- Developed content aggregation and normalization functionality using Node.js and Playwright, enabling natural language search across a variety of sources.
- Assumed lead role in development of new rewards platform designed to enhance clinician loyalty.
- Simplified and standardized codebase, resulting in more flexible, better organized, smarter components.

WEVR, Boise, Idaho

**Senior Software Engineer**, Aug 2022 — Jan 2023

- Owned front end development of cloud platform, empowering 3D and VR creators to build, test, and launch virtual worlds and applications on real-time game engines.
- Managed all aspects of React, TypeScript, GraphQL, Apollo, and Next.js application, ensuring seamless integration and high performance.
- Partnered with the UX team, bringing the design system to life in a new component system.

TEAMSENSE, Boise, Idaho

**Senior Software Engineer**, Jan 2021 — Jun 2022

- Developed unified component systems with React and TypeScript, improving modularity and maintainability.
- Simplified complex components and patterns, increasing development speed and UX consistency.
- Developed hiring standards and interview challenges for front end applicants. Screened, hired, and on-boarded designers and developers.

CLICKBANK, Boise, Idaho

**Senior Front End Developer**, Dec 2018 — Jan 2021

- Rebuilt user onboarding experience and dashboard functionality using React, GraphQL, Apollo, and Node, increasing conversion rates.
- Collaborated with product and design teams to codify a new UI language into a scalable component system, enhancing design consistency and development efficiency.
- Developed a new default order form, enabling checkout page customization, and improving user experience.

SIMPLOT, Boise, Idaho

**Senior Front End Developer**, Dec 2016 — Dec 2018

- Created a modular, component-based UI toolkit to standardize Simplot's web presence, improving consistency and reducing development time.
- Standardized visual, interactive, and operational foundations for scores of digital properties, enhancing user experience and development speed.
- Developed mission-critical applications managing logistics, orders fulfillment, and account management.

ZEPPELIN INC, Boise, Idaho

**Co-Founder / CTO**, Oct 2013 — Oct 2017

- Co-founded SaaS travel-tech company focused on innovative methods for travel search, exploration, planning, and booking.
- Developed and implemented a multi-tenant hotel booking platform, consolidating lodging options for tourism and business districts, and a SaaS booking and reservation platform, offering theme-able e-commerce for activity- and reservation-based businesses.
- Designed UX/UI for both products. Led product feature planning. Developed front end functionality utilizing the MEAN stack (Mongo, Express, Angular, Node).
- Managed offshore development teams, ensuring timely product delivery and maintaining quality standards

KINGBIRD CREATIVE, Boise, Idaho

**Owner**, Feb 2009 — Oct 2017

- Secured high-value contracts and long-term partnerships via high-impact creative and technical solutions.
- Created numerous CMS driven sites, specializing in responsive design for the emerging mobile market.
- Designed, developed, and animated award winning interactive media, using Flash and ActionScript.
- Translated user needs and client goals into high impact, engaging user experiences.

## EDUCATION

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UNIVERSITY OF IDAHO, Moscow, Idaho

**B.S., Communication / Advertising**

## TECHNICAL SKILLS

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**React, Remix, TypeScript, Tailwind, Shadcn/UI, Node.js, Next.js, HTML, CSS, JavaScript, SASS, LESS, GraphQL, Material-UI, Chakra-UI, Bootstrap, Git**