

Paul Jeter

Director of Software Engineering

pauljeter@gmail.com | 469-323-3129

Midlothian, TX · [LinkedIn](#) · pauljeter.tech

Summary

Transformational engineering leader with 10+ years of leadership experience and a proven track record of building high-performing teams, delivering innovative products, and aligning technology strategy with business goals. Adept at scaling systems, driving operational excellence, mentoring talent, and collaborating cross-functionally to deliver high-impact solutions.

Professional Experience

Resi Media, LLC (formerly Living As One)

Director of Software Engineering

Sep 2021 – Present · Midlothian, TX

- Directed and scaled multiple engineering teams, growing from 15 engineers to 40+ across multiple agile scrum teams.
- Led strategic development and successful launches of flagship products, including:
 - Resi Studio, the cutting-edge customer administration application for managing streaming services, hardware, and content.,
 - Resi On Demand, which enables customers to save, organize, and distribute their media content to their end users through their own websites, web applications, or mobile apps.
 - Resi Media Sites, a Netflix-style streaming platform enhancing user engagement through on-demand video content.
- Spearheaded a complete architectural overhaul of the Scheduling Service, significantly enhancing scalability, performance, and reliability to support future business growth.
- Fostered a culture of mentorship, professional growth, and innovation, maintaining team attrition below 5% over a four-year period by promoting trust, empowerment, and rapid learning from failures.
- Managed a successful internship program, onboarding over 15 interns since 2022, nurturing future engineering talent and providing valuable early-career experiences.

- Introduced an annual innovation sprint, enabling the engineering teams dedicated time to explore creative and impactful solutions, driving organizational innovation.
- Developed and implemented comprehensive company-wide incident management processes and established a robust 24/7 on-call system integrated seamlessly with OpsGenie, Jira, and FreshDesk, significantly improving response efficiency.
- Instituted an engineering performance review framework featuring measurable KPIs and structured 360-degree feedback, aligning individual growth with organizational objectives.
- Collaborated closely with product leadership to develop and refine quarterly product roadmaps, ensuring alignment with strategic business objectives and execution transparency.
- Personally engineered critical tools, including:
 - An automated customer migration solution facilitating the seamless transition of more than 6,000 customers to the Resi Studio UI within three months.
 - An automated reporting tool for gathering metrics from multiple platforms and delivering usable reports for engineering and company leadership.
- Championed the development and release of QRclick, a patented, industry-leading streaming technology enabling interactive QR code experiences and significantly enhancing user engagement.

Principal Engineer

Jan 2021 – Sep 2021

- Led architectural planning and complex problem-solving across major systems.
- Set technical direction and mentored engineering staff in scalable and maintainable solutions.

Cisco

Technical Leader / UI Architect

Mar 2017 – Jan 2021 · Richardson, TX

- Led the architecture and development of the Cisco Webex Momentum Design System.
- Directed frontend teams building reusable component libraries in React, Angular, and AngularJS.
- Collaborated across UX, PM, and engineering teams to build visually cohesive, performant platforms.

UI Engineering Manager

May 2016 – Mar 2017

- Managed a team developing a B2B administrative platform.
- Led cross-team initiatives and agile ceremonies, including definition of ready processes.

Lead UI Development Engineer

Aug 2014 – May 2016

- Developed custom Angular-based frontend framework.

- Championed modern frontend tools like LESS/Sass, Grunt/Gulp, and modular design principles.
-

AT&T

Lead User Interface Developer

Sep 2013 – Aug 2014 · Dallas/Fort Worth, TX

- Led 40+ frontend developers across 24 Agile teams.
 - Created a reusable UI framework and optimized frontend performance for B2B web platforms.
-

MPY Digital (formerly imc² / MEplusYOU Agency)

Senior Web Developer

Mar 2012 – Sep 2013 · Dallas, TX

- Led the development of web-based applications and Facebook apps for major clients like NBC and Houghton Mifflin Harcourt.
 - Specialized in front-end architecture, WordPress theming, and social media integrations.
-

Skills

Languages: JavaScript, TypeScript, HTML, CSS, React, Node.js, Angular, Svelte, PHP, .NET, Python, Bash

Tools & Frameworks: Jenkins, Gerrit, GIT, GitHub, Jest, Playwright, Cypress, Karma, Jasmine

Databases: MySQL, Postgres, Cassandra

Cloud & DevOps: AWS (API Gateway, Lambda, DynamoDB, S3, EC2, Elastic Beanstalk, CloudWatch)

Agile Practices: Scrum, Rally, Certified Scrum Master

Leadership: Strategic Planning, Team Building, Talent Development, Cross-Functional Collaboration

Education

Southwestern Assemblies of God University

Business Management · 1998 – 2001

Strayer University

Studied Business Management and Banking

Volunteering

Children's Worker

FBC Midlothian · Aug 2007 – Present

Committee Chair

Boy Scouts of America: Troop 232 · Jun 2023 – Present

Philosophy

“None of us is as smart as all of us.”

I believe great leadership is about empowering people, fostering innovation, and building exceptional teams that create impactful products.