

# Cole Waldrip

Senior software engineer & technical lead with over 10 years of experience

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## WORK EXPERIENCE

### Freelance Software Developer & Technical Lead

JUNE 2023 - PRESENT

- Lead a freelance practice for a portfolio of clients, serving as the primary point of contact for design, development, and delivery across multiple concurrent, long-term engagements
- **Flagship Project** — Designed and built a custom platform for MC Sports Cards, a sports card consignment service. Wireframed full client & admin experience, then hired and led a team of engineers to build and maintain

### Senior Web Developer & Project Manager — BRIDGE

JUNE 2023 - JANUARY 2025

- Designed and developed custom websites for a range of clients, owning technical decisions from concept through launch
- Managed ongoing design and development projects, serving as lead point of contact for client relationships and delivery timelines

### Senior Software Engineer — Collectors

NOVEMBER 2021 - JUNE 2023

- Served as tech lead across multiple engineering teams (3-8 engineers) as team structure evolved, guiding technical direction and code quality
- Built a React/Next.js web app enabling collectors to manage and sell items through the Goldin marketplace
- Member of the frontend architecture guild, defining standards and patterns adopted org-wide

### Software Engineer & UX/UI Designer — Card Ladder

JUNE 2020 - NOVEMBER 2021

- Helped build the product from an early stage, designing and developing the web and mobile apps that let card collectors track sales data and manage their collections
- Company acquired by Collectors Universe Inc. (~\$10M) in 2021

### Previous Engineering & Design Roles

MARCH 2014 - FEBRUARY 2021

- **Keap** — Tech lead for engineering teams building the Keap CRM; formally mentored engineers on performance improvement plans
- **MobileBytes** — Designed and developed web/mobile ordering apps for restaurants; acquired by Heartland Payment Systems (~\$30M)

## CORE LEADERSHIP SKILLS

Team Leadership & Mentorship  
Cross-functional Collaboration  
Client/Stakeholder Management  
Project Planning & Organization

## TECHNICAL SKILLS

Frontend Architecture  
UX/UI Design  
AI-Assisted / Agentic Dev  
C# / Unity Game Development  
JavaScript / TypeScript  
React / Next.js  
Vue / Nuxt  
SQL / Database Management  
AWS / GCP / Firebase

## FUN FACTS

I love to write & produce music, dabble in video game design & development, and collect Pokémon cards like a madman.

## REFERENCES

### Steffan Stewart

EMPLOYER @ BRIDGE  
steffan@bridgephx.com

### Mike Cance

EMPLOYER @ MC SPORTS CARDS  
mc\_sportscards@yahoo.com

### Josh Fullmer

CO-WORKER @ COLLECTORS  
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