

Jim Haastrup

Product Engineer / Technical Product Manager / Backend Engineer

Backend-heavy full stack | SEO and AI-driven SaaS | Remote

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Product Engineer and Technical Product Manager with 5+ years building SaaS products across healthcare, SEO, fintech, edtech, and media. I own roadmap, specs, QA, release sign-off, and stakeholder alignment while also writing production code. Strongest in backend and product architecture, with hands-on work across Node.js, TypeScript, Python, Django, SQL, React, Next.js, and React Native.

TECHNICAL STACK

TypeScript, JavaScript, Python, SQL | Node.js, Express, Django, Django REST Framework, Firebase Functions | React, Next.js, Tailwind CSS, React Native, Expo | PostgreSQL, MongoDB, Redis, Supabase, BigQuery | Docker, GitHub Actions, REST APIs | Jira, Confluence, Figma, Miro, Mixpanel, FullStory

EXPERIENCE

Technical Product Manager and Backend Engineer | Jhool | Mantle and DPS Intake | 2023 to Present

- Ship healthcare product and engineering work across Mantle, a mental health EHR, and DPS Intake, an intake and scheduling product for mental health operations.
- Write and review production Node.js/TypeScript code, API changes, tests, migrations, OpenAPI updates, release checks, and bug fixes.
- Own specs, acceptance criteria, QA expectations, edge cases, and release coordination for workflows used by providers, supervisors, billers, intake teams, and practice operators.
- Built or improved workflows for note conflicts, supervisor review, remit claim matching, documentation billing, CPT billing rules, insurance attachments, and provider mobile workflows.
- Use Sentry, Coralogix, SQL, Mixpanel, and FullStory to diagnose production defects, adoption gaps, and user friction.

Product Manager | Leeta Technologies | 2023 to 2024

- Led concept-to-MVP delivery for an on-demand gas delivery platform, coordinating product requirements, user flows, backend data flows, QA, and launch execution.
- Managed roadmap, PRDs, delivery tradeoffs, and a small engineering team while validating logistics, supplier, and customer workflows.

Product Manager | Edves | 2022 to 2023

- Worked on K-12 product improvements across school, parent, student, and teacher workflows for a multi-country EdTech ecosystem.

Growth Product Manager and Technical SEO Writer | Voice of Crypto | 2020 to 2022

- Helped scale a crypto media platform from zero to 200,000 monthly users through technical SEO, content systems, editorial workflows, and growth loops.
- Led SEO work across schema markup, crawlability, internal linking, Google News eligibility, Core Web Vitals, keyword gaps, and topic clusters.
- Supported growth that contributed to 15M+ site visits, a large community footprint, podcasts, social distribution, and search-driven acquisition.

SEO Writer| Freelance | 2015 to 2022

- Consulted for publishing and media brands on technical SEO, content architecture, crawlability, indexation, structured data, H-tag hierarchy, and performance improvements.

SELECTED PROJECTS

[SEO Dashboard](#) | Django, DRF, PostgreSQL, Redis, Next.js, TypeScript

SEO audit pipeline with safe crawling, SSRF protection, issue detection, normalized scoring, delta tracking, REST APIs, background jobs, frontend dashboard states, automated tests, and QA documentation.

[Project Aura](#) | Node.js, TypeScript, Docker, PostgreSQL, MongoDB, Redis

Backend-heavy e-commerce microservices platform covering API gateway, identity, catalog, cart, orders, payments, observability, Swagger, Docker, and CI.

[PM Practice Lab](#) | Next.js, Supabase, TypeScript

Product-management practice platform with auth, challenge submissions, dashboard workflows, structured review flows, interview prep, and tests.