Jennie Malone

Software Engineer & Technical Founder | Applied AI & Enterprise Integrations

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Professional profile

Software engineer and sole founder combining enterprise delivery at Disney and Symantec with current generative AI application development. Translate business needs into requirements, integrations and testable workflows, with a focus on reliability, user adoption and support. Own requirements, architecture, integration, validation and delivery decisions in Codex-assisted development; bring commercial judgement from running a custom-product business.

Selected achievements

- **Disney company-wide Hack Day winner, 2014:** four-person team; contributed dashboard code and helped present the package-pricing solution to the CIO and CFO. The solution was subsequently implemented.
- Built **Ruffles & Pixie Dust** into a custom-product business with **6,450+ lifetime Etsy sales**.

AI solutions & business ownership

Sole Founder | The Local Upgrade
2025–present

- Designed and built an AI readiness platform that turns business intake and website findings into structured reports and prioritised implementation recommendations.
- Integrated the OpenAI Responses API with JSON Schema/Zod validation and prompts grounded in supplied evidence; combined deterministic website checks, AI analysis and human review.
- Implemented authenticated admin/client workflows, report persistence and client-scoped access; added public-URL restrictions to website scanning.

TypeScript, Next.js/React, Supabase, OpenAI Responses API, Zod, Playwright

Sole Founder and Publisher | Seller Insider Hub
2025–present

- Built a software decision platform for small businesses: a searchable 47-tool catalogue, comparisons, a rules-based stack builder, cost calculators and a browser-local saved workspace.
- Developed a protected scenario portal for hypothetical affiliate income, retention and operating costs, with CSV/JSON exports and calculation tests.
- Created a Python publishing pipeline and a six-module practical AI learning path with exercises and output checks to support informed tool selection and adoption.

Python, JavaScript, HTML/CSS, JSON, Netlify Functions, Node.js

Owner and Creative Director | Ruffles & Pixie Dust
2019–present

- Own customer requirements, product design, suppliers, quality control and fulfilment; translate operational needs into AI-assisted commerce tools.
- Built **RPD OS**, in development, with typed AI specialists, Temporal workflows and Etsy/Printify adapters. Implemented budget controls, evidence-linked decisions and approvals bound to specific actions.
- Built **SaltyFactory** workflows for AI artwork, private asset storage, print preparation, Printify product drafts and provider mockups, with validation and human review.
- Implemented allowlisted tool calls in SaltyFactory and regression tests for invalid AI outputs, budget limits, workflow replay and approval failures across the commerce tools.

RPD OS: Python, FastAPI, PydanticAI, Temporal, SQLite/DuckDB
SaltyFactory: TypeScript, Next.js, Supabase/PostgreSQL, Drizzle, Hugging Face, Vitest

Enterprise software experience

Walt Disney World Parks & Resorts | 2011–2014
Senior Application Developer (Cast); Java Developer / Java Technical Analyst (Consultant)

- Developed and supported One Source content/data services and reservation-centre applications for ticketing, dining, events and vacation packages across Parks & Resorts.
- Investigated REST/SOAP, canonical-data and enterprise-messaging integration issues; validated delivered code against requirements and supported production and lower environments.
- Worked across business, engineering and sustainment teams on incident resolution and release support, applying Kepner-Tregoe problem solving and decision analysis.

Java/JEE, Spring, Hibernate, Oracle, REST/SOAP, Apache CXF/Camel, JBoss, Jira

Software Engineer II (Consultant) | Westgate Resorts
September–November 2011

- Developed owner-account management and custom CMS functionality; elicited requirements, documented system architecture and integrated REST services.

Java, Spring MVC, JSP, JavaScript/jQuery, Hibernate, Oracle

Senior Web Developer | Independent Contractor
March 2009–August 2011

- Translated small-business client requirements into websites and digital assets, including restaurant sites, with custom design, SEO and analytics.

JavaScript, PHP, MySQL, HTML/CSS, jQuery, Adobe Creative Suite, Google Analytics

Programmer Analyst | Symantec Corporation
June 2005–March 2009

- Designed, developed and supported MySupport, a global customer-support portal serving 20,000+ users in 10 languages.
- Gathered requirements, wrote functional specifications and contributed to architecture analysis and UML design; worked with stakeholders through Agile/Scrum delivery and maintenance.
- Implemented reusable cross-browser form persistence, chat and multi-file upload functionality with AJAX progress feedback to support customer service workflows.

Java/J2EE, Spring MVC, JSP, JavaScript/AJAX, REST, Oracle, JBoss

IT Business Analyst | SunTrust
March–June 2005

- Created functional requirements, test plans, cases, scripts and training documentation for web banking; coordinated fault resolution and open defects with analysts, technical leads and vendors.

SQL, JavaScript, VBScript, XML, HTML, QuickTest Pro

Technical Engineer (Consultant) | Siemens Power Generation
December 2001–October 2004

- Built departmental tools, a tooling database and intranet features; produced forecasts and reporting, trained users and served as the Gas Turbine R&D–IT liaison.

VB.NET, VB/VBA, Access, JavaScript, Java, HTML/XML, Lotus Notes

Education & professional development

B.S. Computer Engineering, Software Concentration | University of Central Florida, 2005

Google AI Professional Certificate | Google via Coursera, May 2026

ITIL v3 Foundation training | Disney University, 2013

Kepner-Tregoe Problem Solving and Decision Making | Training certificate, Disney University, 2013

Portfolio

The Local Upgrade | Seller Insider Hub | Salty Cowhide | SaltyFactory source