

KYLE JOHNSON

VP of Technology | Technical Co-Founder | Director of Engineering

Seattle, WA | (206) 280-1209 | kylepauljohnson@gmail.com

[LinkedIn Profile](#)

Professional Summary

Strategic Technology Executive with over 20 years of experience driving revenue and engineering excellence across high-volume e-commerce and micro-service platforms. Expert at modernizing legacy infrastructure, scaling SEO to millions of indexed pages, and delivering six-figure cloud cost savings. Proven leader in building high-uptime (99.9%), containerized environments while integrating advanced AI propensity models to drive business growth.

Core Competencies

- **Infrastructure & Cloud:** Kubernetes (Managed/Unmanaged), AWS, Azure, GCP, BigQuery, Data Center Decommissioning.
- **E-commerce & Fintech:** Stripe Checkout integration, Apple/Google Pay, Affirm, Yotpo, and high-scale cart launches.
- **Growth & MarTech:** AI-generated SEO content (200k+ pages), GA4 migration, Customer.IO, and 75% reduction in email marketing spend.
- **Leadership:** Mentoring 15+ resources, managing corporate splits (Vintage from Prep), and overseeing multi-cloud technical strategy.

Professional Experience

Prep Sportswear | Seattle, WA

Vice President of Technology | 2021 – Present

Strategic Leadership & Corporate Evolution

- Orchestrated a major corporate split (Vintage Brand from Prep Sportswear) and the technical setup of a new Nashville manufacturing facility.
- Launched a white-label printing system integrated with Shopify and revived partner programs to expand market reach.

- Managed the successful transition from a physical data center to a fully cloud-native environment (GCP/Kubernetes).

Technical Modernization & Platform Performance

- Architected and led the transition from a monolithic transactional SQL architecture to a decoupled, asynchronous **message-based system** using Google Cloud Pub/Sub, significantly reducing database contention and increasing system throughput.
- Eliminated infrastructure blind spots by architecting custom **GCP Dashboards** and automated **SLI/SLO alerting**, enabling **proactive incident response** and reducing manual system health checks.
- Maintained **99.9% uptime** across the platform while modernizing legacy systems into .NET Core containerized services.
- Replaced a "home-rolled" checkout system with **Stripe Checkout**, introducing Apple Pay, Google Pay, and Affirm.
- Built a custom image server to handle high-traffic global requests and migrated reporting to BigQuery/Metabase for data-driven decision-making.

Growth, SEO & AI Innovation

- **SEO Transformation:** Increased Google-indexed pages by **300%** (1M to 3M+) and drove a **1600% increase** in Product Snippets and Merchant Listings.
- **AI Implementation:** Deployed AI propensity models using GA4 and BigQuery to predict customer behavior; implemented AI-generated content across 500k+ pages.
- **Review Ecosystem:** Revived and scaled product reviews from 0 to 1 million via Yotpo migration.

Efficiency & Cost Optimization

- **Cloud Savings:** Delivered **\$185k/year** in cloud savings in 2023 through infrastructure rightsizing and moving to unmanaged K8s clusters and Continued Use Discounts (CUDs).
- **Marketing Spend:** Reduced marketing email costs by **over 75%** through a strategic migration to Customer.IO and Postmark.

Cascadia Ascent | Seattle, WA

Co-Founder | 2026 – Present

- Co-founded a technical consulting and recruiting agency specializing in engineering leadership and technical strategy.

QuoteWizard by LendingTree | Seattle, WA

Director of Engineering | 2016 – 2021 (Promoted from Lead)

- Directed multiple product teams for platforms generating **\$200M+** in annual revenue.
- Architected the "Delt Publisher" micro-service system using Node, C#, and AWS Lambda.
- Scaled engineering team headcount by **100%** in one year while maintaining high employee morale during acquisition.

Education

Associates in Microcomputer Support | Iowa Western Community College

Key Performance Indicators (Recruiter Cheat Sheet)

- **99.9% Platform Uptime** maintained during major migrations.
- **3M+** Pages indexed by Google (3x growth).
- **\$185k/yr** in direct cloud infrastructure savings.
- **75%** reduction in marketing tech spend.
- **1M** Customer reviews generated from a zero-base.