Thanh Tschoepe

Senior Software Engineer & Technical Lead

Technical lead with 10 years building high-scale platforms. Architected HubSpot's shared CRM visualization platform and aligned six teams through modernization and rollout. Builds reusable infrastructure, establishes engineering conventions, and helps other teams deliver—combining cross-team technical direction with hands-on execution. Core stack: TypeScript, Java, React, and Svelte 5.

Open to Staff Software Engineer opportunities

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Experience

HubSpot

Sep 2023 — Present

Senior Software Engineer II

Platform architecture and delivery for HubSpot's core CRM, the company's most-visited application at 250 million page views per week.

- Set the architecture for **VizCore, the shared visualization platform** behind CRM Flexible Views. Aligned **six teams** across Maps, Gantt, Reporting, and other CRM surfaces; simplified the initial design, led a staged production rollout, and improved page performance toward Tier 1 targets.
- Built **reusable keyboard shortcut infrastructure adopted by another team** for prototyping. Advanced AI-assisted and agentic engineering through a coding deep dive and codified repository conventions.
- Integrated CRM view context and interactive actions into HubSpot's AI assistant for **Chat with Your Data**, reducing time to value for CRM users.
- Owned **cross-object filtering from prototype through beta and production follow-up**. Integrated the filter editor with VizCore and visualization libraries, and made scope tradeoffs on bulk actions and export to keep the beta on schedule.
- Established the data, testing, and analytics foundations for **Customer Journey ROI** in a new codebase. Aligned frontend and backend API contracts and delivered the Outcomes experience.

Project44

Jan 2023 — Jun 2023

Senior Software Engineer

- Led a UPS integration delivering real-time shipment data to **50+ brands** and saving millions in data costs.
- Revived a paused brand-customization initiative, enabling **120+ brands** to tailor their consumer tracking experiences.

Everlance

Mar 2022 — Jan 2023

Senior Software Engineer, Lead Engineer

- Led TypeScript and React 18 migrations, **cutting bug ticket volume by 43%**.
- Built a **company-wide component library** that accelerated product development and mentored teammates.
- Delivered an enterprise expense reporting and payroll pipeline while leading refactors of core features.

Zalando

Jan 2019 — Apr 2021

Software Engineer, Team Lead

- Led a **three-person retail product team** responsible for customer-facing microservices and an API gateway.
- Partnered with Product to reduce query latency to **below 200 ms at p95**.
- Built SRE infrastructure for load testing at **2,000 orders per minute**.
- Launched an **OAuth 2.0 authentication system** serving **30,000 accounts**.

Earlier experience

Mar 2017 — Jan 2019

Gofore · Frontend Software Engineer & UI/UX Designer
Medisapiens · Frontend Software Engineer

Expertise

Languages

TypeScript, JavaScript, Java, Python, Rust

Frontend

React, Svelte 5, data visualization, component libraries and design systems, web performance

Backend & cloud

Node.js, BFF and API design, microservices, PostgreSQL, AWS, Kubernetes, Docker, SRE and load testing, OAuth 2.0

AI & leadership

AI-assisted engineering, agentic workflows, cross-team architecture, technical leadership, technical enablement, mentorship

Education

Bachelor's Degree in Computer Science

Metropolia University · Helsinki, Finland