

Jeremy Bell

PRINCIPAL SOFTWARE ARCHITECT

Grand Rapids, Michigan, United States · [linkedin.com/in/grcodemonkey](https://www.linkedin.com/in/grcodemonkey) · github.com/grcodemonkey

Principal software architect with twenty-one years in software engineering. I lead architecture decisions and technology selection across a client portfolio, and I bridge customer needs with current practice. Clients stay: one has followed me across two firms and ten years.

FROM THE ROLE DESCRIPTION MY MANAGER WROTE

Be the experienced code-guru that the team can count on to get unstuck, regardless of current technology stack.

EXPERIENCE

Fusionary

Jun 2021 – Present

Principal Software Architect · Grand Rapids, Michigan

- Lead architecture decisions and technology selection across the firm's client portfolio.
- Architected CeriFi's multi-site platform: 12+ storefronts on one BigCommerce backend, Next.js and Builder.io in front, .NET Core behind.
- Chose Typesense search and CloudFront edge delivery for the Carnegie Endowment site, moving the read path off the origin.
- Designed a Dataverse connector for RMWBH that serves the firm's data under a single licence in place of a per-user Power Apps model, surfaced in a DynamicWeb (Truvio) portal.
- Led the ThermoFlask and Takeya replatform from Shopify to Znode Commerce, with Claude Code in the build loop.
- Architected the Rood and Riddle pharmacy platform on Next.js and MedusaJS, replacing an unstable site with one system for prescription ordering, vet workflows, and pet-owner fulfilment.
- Architected headless ecommerce for SPAX on Next.js, BigCommerce, and Craft CMS.
- Built a business intelligence dashboard on AWS Lambda, EventBridge, QuickSight, and custom .NET services.
- Built a legal document management platform for Steelcase on .NET Core, OpenID Connect, and SSRS.

CQL

Dec 2015 – Jul 2021

Software Architect · Grand Rapids, Michigan

- Delivered solution design and development alongside engagement managers, project managers, UX designers, and developers.
- Consulted on the PetSmart React Native app, which shipped three mission-critical features — Autoship subscriptions, curbside pickup, and prescriptions — integrating Salesforce Commerce Cloud, Einstein Recommendations, and Contentful.
- Designed Weller Truck Parts' B2B ecommerce platform on .NET, Elasticsearch, and Squidex.
- Built Weller Truck Parts' native iOS and Android apps for store locations, manuals, training videos, core returns, and warranty status.

- Built Wolverine World Wide's PLM application, carrying a shoe from design to production and integrating SAP and tariff modelling to schedule which factory builds which shoe.
- Built B2C ecommerce for the Wolverine World Wide brand portfolio — Merrell, Sperry, and CAT Footwear — and a Salesforce Marketing Cloud integration for the same client.
- Built a dealer portal integration for an international forklift distributor on Vue and ASP.NET Web API.
- Architected a student portal and document management system.
- Released an open-source reusable framework library for CQL C# projects on GitHub and NuGet.

Terryberry Company

Jul 2015 – Dec 2015

Senior Architect · Grand Rapids, Michigan

- Owned technology solutions for the in-house development team, across customer-facing web applications, web services, back-end services, and database design.

Terryberry Company

Jan 2012 – Jul 2015

Development Technical Leader / Architect · Grand Rapids, Michigan

- Set technical direction for peer-to-peer social applications, ecommerce sites, and ERP business solutions.
- Designed a multi-tenant backend for a social media application on a cloud-hosted MongoDB service.
- Architected an account management system on ASP.NET Web API and SQL Server.
- Led development on Give a WOW!, an employee recognition, rewards, and social platform on .NET, Angular, and MongoDB.
- Wrote a C# API client library for CyberSource credit card billing.

Hastings Mutual Insurance

Apr 2009 – Jan 2012

Senior Web Developer · Hastings, Michigan

- Architected and led a web-based insurance rating and policy submission portal that rated against the AS/400 mainframe in real time, across commercial, personal, and farm programs, producing ACORD forms.
- Acted as technical leader on corporate projects.
- Presented complex technical solutions to a non-technical audience.
- Practised agile development with Scrum and Kanban.

Hastings Mutual Insurance

Nov 2006 – Apr 2009

Web Developer · Hastings, Michigan

- Built a custom .NET membership provider that authenticates against Active Directory and the company mainframe billing system.
- Built a document search and retrieval portal over the document management system.
- Integrated a third-party credit card processing system.

Hastings Mutual Insurance

Sep 2005 – Nov 2006

Imaging Systems Administrator · Hastings, Michigan

- Administered the OnBase document management system and designed its workflow processes.
- Built a VB.NET web service that connects OnBase to Guidewire ClaimCenter.

EDUCATION

Davenport University, Grand Rapids, Michigan — BBA, E-Business / Web Development