

MICHAEL ROWE JONES

PROOF · MRJ

DESIGN ENGINEER · NEW YORK, NY

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I design and build my own work — brand systems, production web platforms, and 3D animation. The through-line: when talented people lose focus to repetitive work, I build the tool that gives it back.

EXPERIENCE

Full-Stack Developer & Technical Director — The Paradox Process

June 2024 - present · New York, NY

- The entire digital/creative department for an NYC coaching company: brand, web, product, video, and analytics.
- Rebranded the company end to end and shipped its production platform on Next.js — native courses, Stripe checkout, evergreen class scheduling, and email automation — replacing Thinkific and Keap outright.
- Designed and built Anpa, the page-composer CRM the platform runs on: 29 section presets, a WCAG-guaranteed theme engine, autosave with conflict detection, and immutable published snapshots.
- Built a tunable AI coaching assistant (Vercel AI SDK) with human-in-the-loop preference tuning.
- Revived the dormant YouTube channel with a Shorts-first strategy: 44.8K organic Shorts views and 94% Shorts-feed discovery in three months.

Freelance 3D Generalist — Independent

June 2020 - June 2023 · Remote

- 62 delivered projects — 100% on-time, 15+ repeat clients, 5-star rating.
- Modeled, animated, lit, and edited in Blender and Cinema 4D for clients worldwide, including multiple music-video productions.

SELECTED WORK

Cohort B — "Yee Yee" — Official music video, animated alone in Blender — 2+ minutes, every frame mine.

Anpa — A custom CRM, course platform, and publish pipeline built to replace stacked SaaS.

Tweet-GPT — A character-level GPT built from scratch in PyTorch, running live in the browser via ONNX.

ImageToCity — A live React Three Fiber demo that rebuilds any photo as a 3D night city — one instanced draw call.

TOOLS

Engineering: TypeScript, React, Next.js, Node, Python, Tailwind CSS, Stripe, Sanity, Resend

3D & motion: Blender, Cinema 4D, React Three Fiber / three.js, DaVinci Resolve, After Effects, Premiere Pro

AI & tooling: Vercel AI SDK, PyTorch, ONNX, ComfyUI (custom LoRA pipelines)

EDUCATION

B.A. Political Science, Baruch College — *summa cum laude*, 2023

Typeset on the site it links to — michaelrowejones.com/resume