

Jeremy Veleber

Principal Engineer • Modernization Architect • AI-Accelerated Systems Design

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SUMMARY

Principal Engineer with 25+ years of experience designing and modernizing large-scale systems across enterprise, retail, telecom, and cloud environments. Specializes in ground-up architecture, AI-accelerated engineering, and high-velocity modernization that removes months of friction from engineering organizations. Known for building self-healing platforms, zero-touch deployment pipelines, and Standards-as-Code frameworks that scale across teams.

Thrives in roles focused on architecture prototypes, target architecture definition, and leading modernization with clarity, speed, and technical depth.

CORE COMPETENCIES

Architecture & Modernization: Microservices, Kubernetes, Istio, Zero-Downtime Migration, Event-Driven Systems, API Modernization, Data Contract Design

Velocity & Reliability: CI/CD (GitLab, Jenkins), Self-Healing Infrastructure, Observability, Developer Experience

Leadership: Cross-Team Alignment, Senior Engineer Mentorship, Architecture Governance

Technologies: Java, C#, Python, Spring Boot, Kafka, SQL/NoSQL, AWS, Azure, Docker, Helm, GitLab

AI ENGINEERING & PROMPT ENGINEERING

- **Advanced prompt engineering for system design, code generation, and architecture analysis.**
- **Hands-on experience with Claude Code, Microsoft Copilot, GitHub Copilot, and Google Gemini for code translation, refactoring, and automated story generation.**
- **Designed AI-accelerated workflows that eliminate manual translation and reduce migration risk (e.g., C# → Java Spring Boot).**
- **Built custom AI-powered developer tools:**
 - **claude-code-search — local semantic code search engine using CodeRankEmbed and Transformers.**
 - **WA Creel — Puget Sound fishing analytics platform with CPUE trends, species insights, and Marine Area navigation.**

PROFESSIONAL EXPERIENCE

Sirrus7 — Principal Engineer / Modernization Architect

Feb 2025 – Present

Engineering Velocity & Infrastructure Modernization (T-Mobile, Starbucks, Educational Game Platform)

- **Reduced deployment readiness from 6 months to under 1 week by designing a standardized Kubernetes + Istio platform with automated health checks, security baselines, and GitLab-driven release automation.**
- **Cut developer onboarding from 2–3 weeks to 1–2 days by building a unified, self-documenting environment with baked-in standards and tooling.**
- **Eliminated 10-person release calls by implementing zero-touch, self-healing deployment pipelines.**
- **Recognized by T-Mobile leadership as the “ideal reference profile” for their Autofailover engineering engagement.**

Starbucks (via Sirrus7): AI-Accelerated Migration & Menu Manager Architecture

- **Used AI (Microsoft Copilot) to translate C# → Java Spring Boot with high accuracy, eliminating manual translation risk.**
- **Built AI-driven story generation to analyze legacy APIs and guarantee 100% data parity during migration.**
- **Designed the North Star data model for Promotions and AEM Image data, establishing the long-term architecture for Menu Manager.**
- **Praised by Starbucks engineering leadership for taking clear ownership of system and data design and driving cross-team alignment.**

Educational Game Platform: Centralized Auth & Telemetry

- **Built a Super Admin Platform using Supabase + AI tooling to centralize authentication and telemetry across multiple modules.**
- **Delivered a single pane of glass for game analytics and user management, removing security burden from individual teams.**

Ascendion (Starbucks) — Senior Manager / Lead Software Design Engineer

Aug 2024 – Feb 2025

- **Designed a unified data integration platform consolidating product data from multiple legacy systems into modern interfaces.**
- **Shifted Starbucks from data-copying patterns to single-source-of-truth architecture, improving consistency and reliability.**
- **Led modernization of transaction processing systems with zero-downtime migration strategies.**
- **Mentored senior engineers in MongoDB, Kafka, and modern design principles.**

Nortal — Lead Software Design Engineer

Nov 2018 – Apr 2024

- **Modernized enterprise systems into hybrid legacy/modern operational models.**
- **Implemented Kubernetes orchestration and microservices to increase throughput and reliability.**
- **Integrated advanced auth systems (OKTA, OAuth, JWT, SAML).**
- **Led migration of hundreds of APIs to modern frameworks with zero downtime.**

F5 Networks — Senior Java Developer

2015 – 2018

- **Redesigned state machine software for improved responsiveness and scalability.**
- **Built advanced content caching systems to reduce retrieval times.**
- **Automated content feeds for Google Search Appliance.**
- **Enhanced CI/CD pipelines and established performance benchmarks.**

Amazon — Senior Software Design Engineer

2010 – 2014

- **Designed with a scalable photo pipeline integrating legacy systems with modern web platforms.**
- **Developed hardware drivers and automation interfaces for photo devices.**
- **Integrated Amazon Coins into the AppStore.**
- **Built BI platforms using Kinesis, Redshift, and EMR.**

Earlier Experience (Condensed)

Disney Interactive • Nokia • Dexterra • Microsoft (Volt) • 4MationGeo • Civia • Punch Networks

Work included scalable ad platforms, location-based services, enterprise mobile frameworks, GIS systems, and automated test harnesses.

SELECTED PROJECTS

WA Creel — Data-driven fishing analytics platform with CPUE trends, species insights, and Marine Area navigation.

claude-code-search — Local semantic code search engine using CodeRankEmbed and Transformers.

EDUCATION

Western Washington University — BA, Marketing / Business Administration