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Jason Morrison

Seasoned engineer and leader now focused on building production-grade applied AI systems.
Proven experience leading teams, architecting complex platforms, and driving product from zero-to-one as a founder.

Dittto AI / Sellable.dev

2025 — CTO
- Built LLM workflows and agents to automate marketing services for clients.
- Applied fine-tuned models to reduce response time 4x-7x and cost 8x-14x. *Next.js, TypeScript, OpenPipe.*
- Built outbound campaign orchestration and sequencing/scheduler engine. *Next.js, TypeScript, Inngest.*
- Built evaluation tooling for LLM classifier: performed error analysis on synthetic data for proof-of-concept, improved macro F1 from 0.63 to 0.81.

Flowplay AI

2024-2025 — Founder and CTO
- Built a no-code tool for building AI agents with stateful routing, memory/variables, tool use, run tracing, evals, and debugging. Built Python and TypeScript runner SDKs. (website)
- Raised $400k preseed through South Park Commons Founder Fellowship Spring '24.
- Built prototypes to explore other verticals: an AI voice roleplay for sales training and enablement (website, video); building AI tutors from videos (website, video). *Python, React, cascaded voice AI (STT/LLM/TTS).*

Pointwise AI

2023-2024 — Partner, 2-person consultancy; primarily AI engineering for a preseed K12 edtech startup client
- Built LLM workflows, agents, and evals. *LLMs, pgvector, Python/FastAPI, React.*
- Built AI agent trajectory collection and review/annotation tool to guide prompt improvements.
- Trained the existing team on AI engineering patterns: prompt engineering, stateful routing, evaluations.
- Helped hire FTEs: advised on job descriptions, titles, and compensation; sourced candidates.

Minerva Project / Minerva University

https://minervaproject.com and https://minerva.edu

2021-2022 — VP of Engineering
2019–2021 — Director of Engineering
2017–2019 — Engineering Manager
2015–2017 — Lead Software Engineer
2013–2015 — Senior Software Engineer

Key outcomes and projects as an engineer (IC):
- Pitched and tech-led Minerva Code Docs, a realtime multiplayer code notebook for education. Personally built realtime collaboration middleware and code execution backend. Replaced a vendor solution, thereby improving UX, features, platform integration, reliability, and cost. *Node.js, React, ShareDB, JupyterHub, K8s.*
- Built a new classroom sync engine with replicated Redux, optimistic client updates, and server reconciliation.
- Shipped features and tech migrations in realtime classroom software Forum. *Django, MySQL, React, WebRTC.*
- Built a workflow scheduling platform for college admissions, and NLP features for prioritization. Enabled the admissions team of 4 staff to manage 60 part-time work-study students who evaluated over 25,000 college applications annually, 80% during 4-week peak season. *Python/Django, SBERT, scikit-learn.*
- Built multiple generations of CI and deployments. *AWS, Chef, Jenkins, CircleCI, Docker, Terraform, Kubernetes.*

Minerva Project / Minerva University (continued)

Key outcomes and projects as Engineering Manager → Director → VPE:

- Managed 11 engineers with an average tenure of 4 years. Supported 7 promotions.
- Introduced clear career ladders and role definitions for engineers and managers.
- Ran sourcing, recruiting, and hiring as hiring manager. Introduced hiring rubric and employer branding site. 6:1 funnel from screen to offer. 40% of offers accepted.
- Coached engineers into EM positions and served as manager for these EMs.
- Managed projects across varied stakeholders: product engineering in our B2B product suite; internal tools for university ops teams; technology migrations; and compliance efforts including GDPR and SOC 2 Type II.
- Collaborated with sales, product, and subject-matter expert leaders to build the product roadmap.

Learnist

2013 — Senior Software Engineer

- Shipped features on the Learnist social learning platform. *Rails, Angular.js, MySQL, Neo4J.*

thoughtbot

2008–2011 — Software Engineer

- Built and operated products for clients. *Rails, MySQL, Backbone.js. Heroku, EngineYard, AWS.*
- Developed and taught onsite training courses for Ruby and Rails.

VistaPrint

2007–2008 — Software Engineer

- Built and operated a browser-based WYSIWYG website builder, the first of VistaPrint's digital product line, on time and budget. I was the only new grad selected for the skunkworks team of otherwise senior/staff engineers.

Thomson West

2005–2006 — Software Engineer (Internship)

- Shipped an internal tool for reviewing and curating internal NLP model results. *J2EE, JSF.*

RIT Finance & Administration

2004–2005 — Software Engineer (Internship)

- Implemented internal software tools for the university: staff time tracking, student housing selection, and business card design and printing. *ColdFusion, J2EE, XSL-FO, Oracle.*

Technologies

- LLMs and related techniques: tool usage, stateful routing, memory, embeddings, evals for turns and trajectories.
- Python, FastAPI, Django, Node.js, React, Prisma, tRPC.
- Postgres, MySQL, Redis, MongoDB, OT/CRDTs for collaboration (ShareDB/Yjs).
- AWS, Terraform, Linux, Docker, Kubernetes.

Education

Computer Science, B.S. 2007 from [RIT](RIT) in Rochester, NY

About Me

I live in San Francisco with my wife and 2 cats. I enjoy ballroom and Latin dancing, pickleball, indoor cycling, backpacking, and reading sci-fi and nonfiction. Self-taught BASIC and 6502 assembly on a C64 as a kid.