

Contact

zachdnusbaum@gmail.com

www.linkedin.com/in/zach-nusbaum (LinkedIn)

zdn.dev (Personal)

github.com/ZachNusbaum (Personal)

Top Skills

Enterprise Software

User Experience (UX)

Python (Programming Language)

Languages

English (Native or Bilingual)

Certifications

Human Subjects Research Certification

Tech Career Skills: Moving from Developer to Engineering Manager

React.js Essential Training

Zachary Nusbaum

Entrepreneur | Co-Founder & Lead Developer at Collabinlab
San Diego, California, United States

Summary

Innovative and results-driven technical leader with a proven track record in full-stack development, cloud solutions architecture, and data-driven decision-making. Adept at designing and executing large-scale software systems, optimizing IT infrastructure, and leading high-performing engineering teams. Passionate about leveraging technology to drive operational efficiency, business growth, and scalable solutions. Skilled in balancing technical expertise with strategic oversight, ensuring alignment between technology initiatives and business objectives.

Experience

Collabinlab (a DBA/FBN of ZDN Enterprises, LLC)

Co-Founder & Lead Developer

November 2025 - Present (6 months)

San Diego, CA

Building the technical foundation for AI-powered consumer insights and product innovation. I architect the systems that translate decades of marketing research and behavioral science into actionable intelligence—helping brands understand what people feel, want, and need before they know how to ask for it.

Alongside co-founder Kaden James, who brings deep marketing expertise, I focus on the engineering side: developing AI solutions, data pipelines, and the technical infrastructure that makes breakthrough product development and storytelling work as one seamless process rather than siloed functions.

Our philosophy: technology doesn't change the world on its own—people do. We just enjoy building the techie stuff so you don't have to.

ZDN Enterprises, LLC (dba Sunlit Bytes)

Founder | Lead Developer

November 2024 - Present (1 year 6 months)

San Diego Metropolitan Area

Founded and operate a multidisciplinary technology and creative services company specializing in full-stack software development, cloud architecture,

and custom product design. Serve clients across various industries by delivering tailored digital solutions, from enterprise-grade applications to personalized physical products. Combine technical expertise with artistic tools to offer a unique fusion of software engineering, automation, and handcrafted design.

Pincanna

8 years 6 months

Technology and Cloud Solutions Director

June 2024 - Present (1 year 11 months)

San Diego, California, United States

Information Technology Administrator

November 2017 - June 2024 (6 years 8 months)

Michigan, United States

I have been working with Pincanna since it's inception in 2017. My work spans the gamut from IT/Infrastructure roles to Web Design and Development.

Among my responsibilities are:

- Building and Maintaining the company's public facing website: Built with WordPress, with additional functionality built with AWS Lambda.

- Managing the Email and Communication Infrastructure:

- * Set up and maintained the Google G-Suite platform.

- * Migrated from G-Suite to Microsoft 365 and Exchange Server

- Building custom in-house applications as needed:

- * Set up an automated phone line that directs a caller to the store location nearest to them. Voicemails are transcribed and emailed to company executives, and accessible through a custom web portal.

- * Set up a custom Job Application system to help HR keep track of interested candidates. This application is available on the website, as well as on a kiosk at various job fairs.

- Social Media and Web Analytics

- * I administer all of the social media pages: Facebook, Instagram, Twitter, and LinkedIn.

- * Google Analytics

- * SEO and managing the company's listing on Google Maps.

Bandsintown Group

4 years 7 months

Technical Lead

September 2022 - June 2024 (1 year 10 months)

San Diego, California, United States

I was the Tech Lead for Tonefuse, a contextual ad platform focused on bringing subscribers to Music and Video Streaming Platforms, reaching millions of users daily. Our application uses a variety of frameworks and programming languages. Among my projects as an individual contributor are a serverless application that processes requests from our users and returns data relevant to the user's context (AWS Lambda, SQS, DynamoDB, Redis, Python, Javascript) and a system that prevents our code from running alongside obscene material (AWS Lambda, SQS, DynamoDB, Redis). I also planned and oversaw the implementation of our data lake and big data processing platform built on Apache Spark, Hadoop, Amazon Athena, and MySQL. As technical lead, I am responsible for the direction and output of the engineering team. I work closely with the Product Manager to make sure the team's work is in line with the current needs of the business.

Senior Developer

September 2021 - September 2022 (1 year 1 month)

San Diego, California, United States

Software Developer

December 2019 - September 2021 (1 year 10 months)

Greater San Diego Area

EuroAmerica Design

Lead Web Developer

November 2017 - February 2021 (3 years 4 months)

Troy, MI

Self Employed

Freelance Web Developer

January 2018 - December 2019 (2 years)

Greater San Diego Area

Michigan State University

3 years 5 months

Research Assistant - On-Call Professional Aide

September 2013 - January 2017 (3 years 5 months)

CREATE for STEM Institute (Tempe, AZ)

Event Coordinator and Professional Aide

August 2014 - July 2015 (1 year)

CREATE for STEM Institute

During my time as a Professional Aide at CREATE for STEM, I assumed multiple roles:

- Coordinated the annual poster conference two years in a row:
 - * Built a Ruby on Rails app to help manage attendees and keep track of deadlines.

- Coordinated the institute's various lecture series, which occurred monthly:
 - * Coordinated travel and lodging for invited speakers
 - * Created and disseminated advertising materials across campus to raise awareness of these events.

- Accounting Responsibilities:
 - * Reconciling monthly ledgers
 - * Processing and submitting employee reimbursements
 - * Opened purchase orders and requisitions for office and research supplies.

- Volunteer opportunities:
 - * Presented at the MSU Science Festival which is attended by the MSU and East Lansing communities at-large.

Education

Michigan State University

Bachelor's Degree, History, Philosophy, and Sociology of Science · (2011 - 2014)

San Diego Mesa College

Web Development · (2018 - 2019)

Cranbrook Kingswood

High School Diploma, High School/Secondary Diplomas and Certificates · (2007 - 2011)