HAYSTACK PEOPLE

Senior Engineer | Web to App Growth

ABOUT THE COMPANY

They acquire profitable consumer mobile apps with proven product market fit and invests in their continued growth. Its portfolio covers areas including health, productivity, cybersecurity, communication and digital wellbeing.

The central team combines the focus and speed of an independent app company with the resources and knowledge available across a larger portfolio. Instead of replacing successful products, Applause strengthens their engineering, distribution and commercial performance.

The engineering team currently consists of five direct reports and is expected to grow to eight or nine people shortly. Communication is in English and the company works fully remote, with a preference for written communication, limited meetings and clear individual ownership.

ROLE DESCRIPTION

Applause is looking for an experienced web engineer who can independently design, build and improve complete production web applications.

Approximately 70% of the role is focused on frontend development with TypeScript and Next.js. The remaining 30% involves backend functionality, serverless functions and integrations within a lightweight Python and FastAPI environment.

Your work includes:

- Designing and building production web applications with TypeScript and Next.js
- Creating fast, responsive and conversion-focused landing pages
- Developing reusable components and tooling for landing pages, onboarding, authentication and checkout flows
- Translating designs and growth ideas into clean, maintainable technical solutions
- Owning complete features from technical design through implementation, deployment and optimisation
- Running A/B tests and improving web experiences based on user behaviour and conversion data
- Implementing reliable event tracking and attribution for platforms such as Google and Meta
- Following the complete user journey from advertisement and website visit to checkout, app installation and active subscription
- Building and improving an internal analytics dashboard based on first-party data
- Developing backend-for-frontend functionality, APIs and lightweight serverless functions
- Working with Python and FastAPI for backend functionality and external integrations
- Connecting payment and subscription systems such as Paddle and RevenueCat
- Creating reusable web infrastructure that can support multiple apps and brands within the Applause portfolio
- Improving the performance, reliability and scalability of the wider web environment

You will work directly with growth, design, product and mobile engineering. This is a hands-on role with limited meetings and considerable freedom to decide how something should be built. You will be expected to keep solutions simple, take ownership and deliver working software without constant direction.

REQUIREMENTS

- At least five years of professional web development experience
- Excellent professional experience with TypeScript, React and Next.js
- A strong track record of building and owning complete production web applications or substantial web features
- Strong knowledge of modern frontend development, including component architecture, state management, responsive interfaces, browser behaviour and web performance
- Experience designing reusable components and maintainable frontend architecture
- The ability to translate a design or business objective into a reliable production solution
- A solid understanding of APIs, authentication, databases and communication between frontend and backend systems
- An understanding of server load, blocking versus asynchronous responses and when to use approaches such as WebSockets or polling
- Enough backend development experience to build endpoints, integrations and serverless functions
- Experience implementing tracking and attribution for at least one advertising platform, such as Google or Meta
- The ability to explain what you personally designed, built and improved within previous projects
- The ability to work independently and communicate directly with technical and non-technical stakeholders
- Professional English communication skills
- Residence within the European Union and the ability to work through a B2B arrangement

Previous professional experience with Python or FastAPI is useful but not essential. Applause is primarily looking for an excellent web engineer who understands the complete web stack and can quickly pick up a straightforward backend environment.

You are particularly likely to stand out if you have built comparable products, such as landing page systems, web funnels, onboarding or checkout flows, analytics dashboards or reusable platforms supporting multiple products. Experience with a scaled B2C app, subscription business, portfolio company, personal software project or meaningful open-source contribution is also highly relevant.

COMPENSATION AND WORKING ARRANGEMENT

- Monthly B2B fee up to €8500
- Flexibility above this range for an exceptional match
- Fully remote from within the European Union
- Direct monthly invoicing
- Full time collaboration
- English speaking international environment
- Intended starting date within one or two months

Interested? Apply via the vacancy or send an email to l.verweij@haystackpeople.nl

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Contact & solliciteren

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Remote

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