

# JAMES MCKINNEY

Indie Developer · Founder, JPM Inc · 10+ Apps Shipped  
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## SUMMARY

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Self-taught indie developer. Shipped 10+ consumer iOS apps, a SaaS, and a Shopify app to production in under two years. I do every part of the work myself: design, code, copy, ASO, and support. Before this, I spent a decade running high-volume restaurants. I'd like to bring what I've learned from both to a product team.

## SELECTED WORK

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### Ripple News

*AI-powered personalized news, designed around how news should actually work.*

iOS · SwiftUI · Supabase · OpenAI · n8n · OneSignal · RevenueCat

- Designed and built end-to-end. 11-source RSS pipeline, AI-summarized briefings, personalized streaming demo, paywall, and onboarding flow.
- Built around a thesis. News is broken because it's organized around publishers, not the reader's curiosity. Ripple flips that.
- Full n8n RSS-to-push automation pipeline. OpenAI summaries. Live edge functions in production.

### Grove

*Fiber and gut health tracker.*

iOS · SwiftUI · SwiftData · USDA FoodData API · RevenueCat · HealthKit

- Live in App Store. Subtitle change drove App Store rank from #92 to #19 for "fiber counter."
- Redesigned onboarding using TelemetryDeck drop-off data. Removed passive screens, deferred HealthKit prompt, surfaced first-action loop. Lifted activation.
- Running paid Apple Search Ads in US, Canada, and UK. Full RevenueCat subscription stack with debug menu for testing.

### Yapper

*AI phone receptionist SaaS for plumbers, HVAC, electricians, and law firms.*

Next.js · Supabase · Retell AI · Stripe · Anthropic API · Twilio

- Built full SaaS from design through near-launch in one extended sprint. Auth, billing, voice agent config, call routing, transcription, dashboard.
- Designed for the actual customer. Small service businesses missing 30%+ of inbound calls because no one's at the desk.
- Conducted full security audit before launch. Server-side auth on every endpoint, sanitized inputs, rate-limited actions, secrets isolated.

### FILL

*NEC conduit fill calculator for electricians.*

iOS · React Native · Expo · RevenueCat · NEC code data

- Live in App Store. Restructured from one-time purchase to freemium based on real usage patterns. Free tier limits wires. Pro unlocks unlimited wires, reverse calc, history, and export.
- Built directly from feedback from a working electrician. Built with the right person.

### RentalFlow

*Shopify rental management app.*

Shopify App Platform · React · Node

- Live in the Shopify App Store, US. Designed and shipped solo. Billing, OAuth, embedded admin UI, rental period logic.

## takt.

*Pomodoro timer with a real point of view on focus.*

iOS · SwiftUI

- Live in App Store. First app I shipped. Where I learned how much taste matters.

**Also shipped:** Tip Out (iOS, live), Momentum (web SaaS, Next.js + Anthropic API), Echoes (iOS), Mixtape (iOS), WanderingBacon.com, jamesmckinney.xyz

## EXPERIENCE

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### Founder & Solo Developer, JPM Inc

2024

to Present

*Midwest, USA*

- Self-taught Swift, SwiftUI, React, Next.js, and Supabase. Shipped 10+ products to production solo across iOS, web SaaS, and the Shopify App Store.
- Own everything. Design, engineering, copy, ASO, paid acquisition, customer support, analytics, RevenueCat, App Store Connect.
- Use Claude Code as primary build environment. Fluent with MCPs, agentic workflows, and AI-native development practices.

### Restaurant Operations Leadership

2010 to 2020

*Assistant General Manager, Manager, Bartender. Multi-location, OH.*

- Ran P&L, labor, food cost, scheduling, and team development across high-volume restaurants for a decade.
- Posted lowest food costs across a 6-restaurant franchise (Dublin, OH location).
- Drove highest alcohol sales across The Eagle franchise during a rapid growth phase.
- Led teams of 20+ through nightly chaos. The closest civilian equivalent to shipping software under deadline.

## SKILLS

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**Engineering:** Swift, SwiftUI, SwiftData, React, Next.js, React Native, Expo, Node, Supabase, HTML/CSS, Stripe, RevenueCat, Twilio, n8n

**AI & Tooling:** Claude Code, Claude API, OpenAI API, MCPs, Retell AI, agentic workflows, image and video generation pipelines

**Product:** App Store Optimization, TelemetryDeck analytics, paywall design, onboarding flows, paid acquisition, App Store Connect, Apple Search Ads

**Design:** Figma, Variant, Photoshop, Illustrator. Strong typographic and visual sensibility.

**Operations:** P&L, team leadership, working under pressure, shipping on deadline.

## RESULTS & RECOGNITION

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- Grove. Apple Search Ads campaign live in US, Canada, and UK. Jumped App Store rank from #92 to #19 for target keyword via ASO subtitle change.
- RentalFlow. Live in Shopify App Store, US.
- Multiple iOS apps live in App Store with active subscription revenue.
- Built and operated a Shopify e-commerce business solo, 2021 to 2024.