

Aidan McAlister

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Developer Advocate with 3+ years building TypeScript ecosystem tools, content, and infrastructure that help developers ship faster.

EXPERIENCE

Prisma - Developer Advocate (DevRel)

March 2025 - May 2026

- Led all three phases of Prisma's 400+ page documentation overhaul, owning content architecture and technical accuracy end-to-end. Shipped the production redirect map preserving ~90% of organic search traffic, a custom 404 experience, and a Sentry + PostHog + Slack pipeline that surfaces outages in under a minute.
- Built and shipped create-db, a CLI for provisioning temporary databases, cutting time-to-first-query for new users from several minutes to under 3 seconds. After launch, diagnosed a runaway provisioning spike within an hour, shipped Cloudflare rate limiting that blocked abusive traffic, and migrated the codebase into a Turborepo monorepo.
- Wrote technical guides covering real-world full-stack patterns (Astro, TanStack, Clerk, Shopify, SolidJS, Svelte, Deno, NestJS, Cloudflare Workers, Bun) averaging 3,000+ monthly views per guide, driving product adoption alongside SEO growth.
- Brought Prisma's docs to parity with competitors on agent-friendliness: llms.txt sub-indexes, content negotiation for AI agents, a markdown 404 handler, and .md aliases on every route. The llms.txt endpoint picked up 5,000+ monthly requests from AI crawlers within weeks of launch.
- Shipped three Claude Code skills (prisma-voice, blog-writing, guide-writing) and published a plugin to Anthropic's official listing. The team uses them daily.
- Built PostHog dashboards used in weekly business reviews and wrote Prisma's DevRel UTM tagging spec, tying community work to revenue attribution.
- Established and led a partnership with TanStack, authoring a collaborative integration guide and Prisma products embedded in TanStack projects.
- Prototyped a browser-based sandbox where developers could spin up and share full Prisma projects without any local setup.
- Built automation workflows using Octolens, Cloudflare, and webhooks to pipe community mentions and content signals into Slack. Saved over \$10,000 a year and made it practical to respond to what the community was saying.
- Grew the Prisma Discord to 10,000+ members by running structured onboarding flows, seeding technical discussions, and showing up consistently.
- Helped establish how the Developer Advocate team operated: built onboarding processes for new hires, defined content workflows, and set the standard for what good DevRel output looked like at the company.

Inner Armor - Front End Developer

July 2024 - March 2025

- Designed and built a front-end admin dashboard in Remix, TypeScript, Tailwind, and NextUI to replace a legacy tool people had stopped using. Hit 100% company-wide adoption.
- Built 10+ interactive graphs in Observable Plot and ShadCN so users could cross-check data across periods and categories.
- Built reusable components with NextUI, ShadCN, and AG Grid for use anywhere in the app.

Elevate Digital IO - Full Stack Developer (Contract)

January 2024 - August 2024

- Led development of an advanced filter system in RedwoodJS and Tailwind for efficient information retrieval.
- Built 10+ specialized CRUD interactions in Prisma and GraphQL, each with 12+ fields, focused on efficient queries and data integrity.

OPEN SOURCE CONTRIBUTIONS

- Astro, Clerk, Deno, Cloudflare, Next.js, Better Auth, and more — integration guides and documentation across the TypeScript ecosystem
- Anthropic Claude Code — published a plugin to the official listing for Prisma database management
- trpc-cli — contributed hidden CLI flag support via Zod meta
- better-hub — contributed stars pages and routing to Better Auth's GitHub client

TECHNICAL SKILLS

TypeScript · Python · Next.js · Astro · Svelte · Tailwind · Cloudflare Workers · Prisma · PostHog · Claude Code · MCP · GEO · SEO

EDUCATION

Nucamp — Full Stack Development Bootcamp

March 2023 - February 2024

- JavaScript, React, Python, and database management.