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# BEN RADLER

*ENGINEER & CREATIVE HUMAN*

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## About Me

I'm a hacker living in California. I write Ruby, Python, and Javascript. Learning and Making Things are my driving forces. [Extreme Programming](#), [Git](#), [Jetbrains](#), and [Adobe CC](#) are some favorite tools in my toolbox.

In my spare time [I build and race FPV quadcopters](#), [take photos](#) and [videos](#), [bike around \(and break my leg\)](#), [hack stuff](#), and relax. Sometimes I contribute to [open-source projects on Github](#). Other times I [drink sour beer](#)!

## Professional Pillars

### Development

I design & implement Ruby and Python services from the ground up. I iterate and bugfix based on data and metrics gathered from ELK and statsd. I code with a pragmatic test-first philosophy, resulting in idiomatic DRY code that complies with linters, and raises test coverage.

### Design

ReactJS, TailwindCSS, and Bootstrap are my frontend lifelines. I've earned the nickname Mr. Pixel. I'm as meticulous as I am minimal. Nothing makes me happier than good use of whitespace, symmetrical lines, and responsive layouts.

### Dedication

I love to make the things under the hood beautiful, even though I know no one will ever see them. Does it matter? Hell yes.

## Toolbox

Ruby: Rails, Sinatra, Rack

Python: Flask, asyncio

Javascript: ReactJS, Redux

Terminal: git, zsh

## Experience

### Lyft

Performance Software Engineer

April 2017 - Present

#### Role

Tech Lead on Simulation Platform and Reliability Teams (Developer Infrastructure), with a focus on Lyft-wide performance projects.

#### Simulatedrides Platform

Developed **Simulatedrides** platform built on Python's [asyncio library](#). This critical piece of reliability infrastructure injects "simulated" users into the staging and production Lyft systems to mimic iOS/Android native clients.

Simulatedrides provides weekly production load tests for peak event preparation, driving traffic up to 7000 ride dropoffs per minute and adding hundreds of thousands of "simulated" users into Lyft systems.

Simulatedrides generates network traffic 24/7/365 in Staging the environment, offering realistic pre-production load to dozens of teams and hundreds of services across Lyft.

#### Acceptance Test Framework

Developed "[Acceptance Test Framework](#)" which runs highly reliable and easy-to-write end to end tests which gate deployments into production.

Leverages Python's [asyncio library](#) and AWS SQS for a simple yet highly scalable worker model which executes thousands of tests in parallel with no effect on deploy bake SLAs.

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**Teespring.com**  
Engineering Manager, Lead Engineer

September 2015 - March 2017

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**Role**

Led 6 person engineering team for Commerce team.

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**Achievements**

Architect of **Teespring Storefronts** product, widely used by online influencers for merchandise sales (including YouTube)

Implemented **Rush My Order** "immediate fulfillment" feature. Allowed a buyer to pay a \$5.99 charge to have their order printed within 24 hours and shipped expedited. Resulted in approximately 5000 units/day increase in sales.

Built **Print Partner API** offering outsourced print partners to integrate easily with Teespring for fulfillment. Through this feature, Teespring expanded into additional merchandise categories such as mugs and totes, ultimately launching a new product every 2 weeks in 2017.

Worked on **Shopping Cart**, allowing buyers to purchase from multiple campaigns with a single checkout. Increased daily gross merchandise value by 10% and average basket size by 20%.

Implemented **Split Jobs**, allowing fulfillment of different product types to be handled by different print partners. For example, a sticker can be fulfilled by a different printer than a t-shirt, all for the same buyer.

Led various **engineering-efficiency** related efforts, such as improving CI speed, reducing flaky tests, and introducing "review apps" as staging environments for each pull request.

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## OneLogin

### Software Engineer

May 2013 - August 2015

#### Role

Led 6 person engineering team for Commerce team.

#### Achievements

Helped design and implement a plan to move off of a Rails 2.3/Ruby 1.8.7 application and into a (modern at the time) Node.js and Rails 4 service oriented architecture (re-building the plane while it flies). I simultaneously played a key role in developing an interim solution that allowed for zero-downtime on our end-user dashboard, using read-only replica slave databases and RabbitMQ.

Led development on the **NAPPS** infrastructure that will power OneLogin's Native Mobile Application single-sign-on platform for years to come. I implemented an OAuth 2.0 Identity Provider, a Device Management Service, and a high-throughput token generation service.

Built a **Software Security Module (SSM)** using [distributed Ruby \(dRb\)](#). The SSM securely stores master/private keys such that no other service has direct access to them. I worked to identify and patch SQLI, XSS, timing attacks, and other Rails vulnerabilities, as well as improve app security based on quarterly iSEC audits.

Helped maintain and implement our **open source SAML toolkits**. I helped build and deploy the first major update to [OneLogin's SSO App UI](#) on Twitter Bootstrap and an in-house AJAXY framework like Turbolinks.

Developed the hiring process for engineering, including general screening, and technical interviews; helped build "authentication" and "core" teams.

## Boombotix

### Chief Technology Officer

September 2011 - May 2014

Built and iterated on the entire [web presence](#) for the company. Heroku + Rails + Bootstrap. Contributed order risk assessment features and bugfixes to [Spree](#), a popular Rails-based shopping cart. Developed brand identity and branding "vector kit". Created Instagram-driven rewards program, **Swagonomics**. Assisted in engineering and marketing of [Boombot Wireless Speaker](#) product lines, working both with our US team and with our Chinese manufacturers.

Helped build team, and hire employees in engineering, sales, marketing departments. Split tested our online store using tools like [Optimizely](#) and [Clicktale](#). Helped drive increased direct (high-margin) sales through our website, and increased our revenue and conversion rates drastically.

## Snip.it

### Software Engineer

September 2011 - March 2012

Apprenticed under ex-Twitter [Rails demi-god Mark Percival](#). Worked on full stack, and built numerous features including Snip by Email, weekly digest email, internationalization mechanisms, and "suggested snips". Learned about database architecture (indexing, caching, non-relational databases), and how to engineer a site from day one to anticipate scale.

## Ben Radler Designs (Freelance)

### Software Engineer

2004 - Present

I put myself through college as a freelance developer and consultant. I designed sites for clients all over the Los Angeles area, such as [Broke Ass Stuart](#), [Westlake Village Inn](#), [Bogie's Bar](#), and [Mediterraneo](#). I learned a ton about client/business interactions, and how to build scalable websites for moderate traffic.

## Work

### Ruby on Rails

Lead engineer and architect on storefronts, seller and marketing, fulfillment growth, and commerce teams.

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### [Onelogin.com](#)

Ruby on Rails, Node.js + Express

Lead engineer and architect on Rails and Node.js service oriented architecture.

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### [LED Colorpicker](#) || [github link](#)

Node.js + Express + Arduino + Beaglebone Black

A Node.js client/server application that uses Socket.io (websockets) to send RGB color data to an Arduino, and ultimately to a set of flexible LED lights. [See the video and blog post here.](#)

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### [Boombotix.com](#) || [github link \(private\)](#)

Ruby on Rails

Built entire site, front and back-end. End to end test suite built using RSpec, Capybara, Selenium.

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### [Boombotix Online Store](#)

Spree Shopping Cart

Built shopping cart platform based on Spree. Integrated, tested, and iterated using Optimizely A/B testing platform, and Clicktale heatmap/click tracking platform. Increased ecommerce conversion rate and revenue by over 2x in 2012.

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### [Snip.it](#)

Ruby on Rails Full Stack

UPDATE: Snip.it announced they were acquired by Yahoo on January 22, 2013. As such, the site is no longer available for viewing. Sorry!

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### [benradler.com](#)

Rails 6

This is my personal blog where I discuss whatever the heck I want. Content often covers coding, photography, and hacking. It runs on a hand-rolled Rails application, deployed on Heroku.

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## Education

### University of California, Irvine

Business Management, Film and Digital Media