
BEN RADLER

HARDWARE & SOFTWARE ENGINEER

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About Me

I'm a serial entrepreneur. I write Ruby, Javascript, HTML, and C. I build things. I take things apart. AI, PS, Git, Sublime Text, Terminal are my weapons.

In my spare time, I dabble in photography, biking, skating, and relaxing. Sometimes I contribute to open-source projects on github. Other times I drink beer.

Skills

Rails Full-Stack

From wireframing to unit testing, I have built web apps from the ground up. Some interact with external APIs, some are their own apps altogether. I write D.R.Y. code, and do my best to adhere to test-driven development.

Design

Bootstrap + SASS are my lifelines. I've earned the nickname Mr. Pixel. I'm as meticulous as I am minimal. Nothing makes me happier than perfectly aligned lines, and symmetrical responsive layouts.

Work Ethic

I never give up. I'm the last guy in the office, working on his time off. I love to make the things under the hood beautiful, even though I know no customer will ever see them. Does 1px matter? Heck yes.

Technical

HTML5

jQuery

Test Driven Development

CSS3

Ruby on Rails

D.R.Y.

JS/Coffeescript

Git + Terminal

iOS/Objective C

Experience

OneLogin

Senior Rails Engineer

2013-Present

Lead a team of engineers and designers to release the first major update to [OneLogin's SSO App UI](#) on Twitter Bootstrap and an in-house AJAXY framework. Worked closely with Chief Security Officer to implement best cryptography practices and update app based on quarterly security audits. Helped maintain and implement common Identity protocols like [SAML](#), [OAuth2](#), [JWT](#). Maintained our [Ruby SAML toolkit](#). Maintained code that handles provisioning of users between LDAP, Active Directory, and our OneLogin App.

Boombotix

Chief Technology Officer

2011-Present

Built and iterated on the entire [web presence](#) for the company. Heroku + Rails + Bootstrap. Developed brand identity and branding "vector kit". Created Instagram-driven rewards program, [Swagonomics](#). Assisted in engineering and marketing of [Boombot2](#), Boombot3, and [Boombot REX](#) product lines working both with our US team, and with our Chinese manufacturers.

Helped build current team, and hire all current employees. Created and iterated on our online store. Helped drive increased direct (high-margin) sales through our website, and increased our revenue and conversion rates drastically.

Snip.it

Rails Engineer

2011-2012

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-relationable databases), and how to engineer a site from day one to anticipate tremendous amounts of traffic.

Ben Radler Designs (Freelance)

Software Engineer

2004-Present

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](#), [Mediterraneo](#), [Advanced Solar Electric](#), and [CapriMD](#). Learned a ton about client/business interactions, and how to build scalable websites for large amounts of traffic.

Sample Work

[Onelogin.com](#)

Ruby on Rails Full Stack

Lead engineer on both WWW and App. Led team to help develop new branding and UI.

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

Ruby on Rails Full Stack

Built entire site, front and back-end. Wrote test suite (unit, controller, integration) using RSpec, Capybara, Selenium.

[store.boombotix.com](#)

Shopify Shopping Cart

Built shopping cart custom theme. Integrated, tested, and iterated using Optimizely A/B testing platform. Integrated, tested, and iterated using Clicktale heatmap/click tracking platform. Increased ecommerce conversion rate and revenue by over 100% versus 2011.

[swagonomics.boombotix.com](#) || [github link](#)

Ruby on Rails Full Stack

Gamified rewards program driven by Instagram. Users can create accounts using OAuth and their Instagram username/password. Then, each time a user posts a photo to Instagram using the hashtag #boombotix, they receive points based on how popular their photo becomes. These points can be redeemed for Boombotix swag or free products.

[Snip.it](#)

Ruby on Rails Full Stack

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

Synchronic || [github link \(server\)](#) || [github link \(client\)](#) iOS + Rails App

A prototype iOS app built internally at Boombotix. It runs on a Rails backend API. The app is designed to synchronize music playback across multiple iOS devices for multiple-speaker parties on-the-go.

[iSquares](#)

iOS App

An [iOS game](#) written in Cocos2d engine. It's a remake of an [old flash game](#) I used to love. Uses app network marketing techniques, as well as in-app-purchases and push notifications to keep users engaged. [Download it here](#).

[benradler.com](#)

Portfolio Site

This is my (old) portfolio site that showcases some of my work from 2009-2010. It is before I lived in San Francisco, so many of these sites still use PHP rather than Rails.

Education

University of California, Irvine
Business Management, Film and Digital Media