
BEN RADLER

HARDWARE & SOFTWARE ENGINEER

Download PDF

ben@benradler.com
(415) 800-4342

About Me

I'm a serial entrepreneur. I write Ruby, Javascript, HTML, and C. I build things. I take things apart. AI, PS, Git, Atom, 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 that follows TDD best practices.

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 good use of whitespace, symmetrical lines, and 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, CSS3, SASS, LESS

node.js

Test Driven Development

JS/Coffeescript

Ruby on Rails

D.R.Y.

Continuous Integration

Git + Terminal

iOS/Objective C

Experience

OneLogin

Senior Rails Engineer

2013-Present

Architected and implemented several SOA services in Node.js and Rails 4. I was instrumental in releasing the first major update to [OneLogin's SSO App UI](#) on Twitter Bootstrap and an in-house AJAXY framework. Worked with Chief Security Officer to implement strong cryptography practices in a software security module using distributed Ruby (dRb). Also worked to improve app security based on quarterly iSEC 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.

Hired over a dozen engineers and built Javascript and Ruby teams.

Boombotix

Chief Technology Officer

2011-Present

Built and iterated on the entire [web presence](#) for the company. Heroku + Rails + Bootstrap. Contributed 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 [Boombot2](#), and [Boombot REX](#) product lines working both with our US team, and with our Chinese manufacturers.

Helped build team, and hire 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 Boombox. 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](#) Node.js Ghost Blog

This is my personal blog where I discuss whatever the heck I want. Content often covers coding (ruby, javascript), photography, and hacking. It runs on the new Node.js based Ghost blogging platform on Heroku.

Education

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