

# BEN RADLER

ENGINEER & HACKER

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[ben@benradler.com](mailto:ben@benradler.com)

(415) 800-4342

## About Me

I'm a hacker living in Lower Haight, San Francisco. I write Ruby, Javascript, and sometimes C. I teach myself, build things, and take things apart. [Git](#), [Atom](#), [RSpec](#), [Fish](#), [Creative Cloud](#) are my weapons.

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 beer!

## Skills

### Whole-Enchilada

From wireframing to unit and integration testing, I've designed & built web apps from the ground up. I write test-driven, idiomatic, DRY code that complies with Rubocop, Cane, and Codeclimate. I'm a fan of careful, deliberate engineering.

### Design

Bourbon, Neat, SASS, and Slim 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? Fuck yes.

## Weaponry

Rails, Sinatra, Rack

Node.js, Express.js

API design

Javascript, Coffeescript

HTML5, CSS3, SASS

Backbone.js

Git, Fish

Test Driven Development

Continuous Integration

## Experience

### OneLogin

Senior Rails Engineer

2013-Present

I was instrumental in architecting and implementing a plan to move off of a Rails 2.3/Ruby 1.8.7 application and into a Node.js and Rails 4.2-powered service oriented architecture (aka "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.

I was a lead developer and architectural advisor 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.

I worked with Chief Security Officer to move strong cryptography fundamentals and practices into 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.

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## Boombotix Chief Technology Officer

2011-2014

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 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.

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

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## 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.

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## Sample Work

### [Onelogin.com](#)

Ruby on Rails 4.2, 2.3, Node.js 0.12 + Express

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

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

Ruby on Rails 4.0.x

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

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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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### [store.boombotix.com](#)

Spree Shopping Cart

Built shopping cart platform based on Spree. 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.

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

Ruby on Rails 3.1

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.

UPDATE: Swagonomics has been replaced with [Boombotix Swag program](#). As such, the site is no longer available for viewing. Sorry!

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[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. Sorry!

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Synchronic || [github link \(server\)](#) || [github link \(client\)](#)

iOS + Rails App

This is the fundamental technology used to build the [Boombotix Sync iOS app](#). 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.

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[benradler.com](http://benradler.com)

Rails 4.2

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 a hand-rolled Rails 4.2 application, deployed on Heroku.

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*Education*

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