

Fork me on GitHub

# BEN RADLER

*ENGINEER & CREATIVE HUMAN*

Download PDF

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

415-886-7119

## About Me

I'm a hacker living in the San Francisco Bay Area. I write Ruby, Python, and Javascript. Learning and Making Things drives me. [Extreme Programming](#), [Git](#), [Jetbrains](#), [Adobe CC](#) are the 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 based on metrics gathered from Wavefront and Looker. I code with a test-first philosophy when I can, resulting in idiomatic DRY code that complies with linters, and raises test coverage.

### Design

ReactJS, Bourbon, 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.

### Work Ethic

I love to make the things under the hood beautiful, even though I know no one will ever see them. Does 1px matter? Hell yes.

## Weaponry

Ruby: Rails, Sinatra, Rack  
Terminal: Git, ZSH

Python: Django, Flask

Javascript: ReactJS, MobX

## Experience

### Lyft

Staff Engineer

April 2017 - Present

Tech Lead on Simulation Platform Team (Developer Infrastructure)

Simulatedrides system provides weekly production load tests for peak event preparation

Simulatedrides also offers 24/7/365 load in Staging environments for green deploy signals

### Teespring.com

Engineering Manager, Lead Engineer

September 2015 - March 2017

Led 6 person engineering team for Commerce team.

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

Implemented "Rush My Order" immediate fulfillment feature. Allows a buyer to pay a \$5.99 charge to have their order printed within 24 hours and shipping expedited. Results in approx. 5000 units/day.

Built "Print Partner API" so outsourced print partners could integrate easily with Teespring for fulfillment. Allows Teespring to expand into additional merchandise, 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 GMV 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.

---

## OneLogin

May 2013 - August 2015

### Senior Rails Engineer

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.

---

## Boombotix

September 2011 - May 2014

### Chief Technology Officer

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.

---

## Snip.it

September 2011 - March 2012

### Rails Engineer

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 huge scale.

---

## Ben Radler Designs (Freelance)

2004 - Present

### Software Engineer

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

#### [Teespring.com](#)

##### Ruby on Rails

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

---

#### [Onelogin.com](#)

##### Ruby on Rails, Node.js + Express

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

---

#### [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.](#)

---

#### [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.

---

#### [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.

---

#### [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!

---

#### [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.

---

*Education*

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

---

Ben Radler — [ben@benradler.com](mailto:ben@benradler.com) — 415-886-7119