Richard Dillman

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Director of Engineering

I love building fast, reliable tools—and helping others grow while I do it. I'm passionate about SEO, Page Speed, and clean, scalable code. At The Muse, I lead with curiosity, clarity, and care—bridging tech and business. nearly a decade later, my code still powers ads on sites like Vogue, GQ, Wired, and The New Yorker.

WORK EXPERIENCE

The Muse **12/2018 - Present**

Senior Director of Engineering • Full-time **Remote**

At The Muse, I've been leading a talented technical team working to build thoughtful, scalable tools that help people focus on finding careers they truly love without having to struggle with slow response and confusing interfaces. My role is a balance of strategic planning, technical direction, people leadership, and yes, hands-on coding where it makes sense.

But my job is to support and leverage the entire team's contributions, and to that end I get a great deal of satisfaction out of mentoring - this includes "Claude", a junior who is blazing fast and quite knowledgeable, but also not always so bright and so needing of strict direction and review of results. A lot of people reach out to Claude these days, but Claude can sometimes be that one person who talks a good game, but... It's important that people understand how and when to work with Claude, and how and when not to

- White-labeled a Multi-tenant Job Search site that has a projected revenue of: $153K–$230K/year/tenant
- Implemented paginated search results for better crawlability and deeper indexing of job listings by Google. Increasing SEO visits by 74k/month
- Migrated to a new ad partner. Maximizing revenue while ensuring alignment with our audience. Increasing revenue by 15%

Staff Engineer, Director of Application Development • Full-time **Remote**

I partner with leadership, designers, product managers, and engineers to define and execute our product roadmap—aligning priorities, velocity, and quality. I set architectural direction, establish best practices, and ensure we're delivering reliable, maintainable software.

In addition, I:

- Monitor performance across the stack (Web Vitals, SEO, GA, Datadog) and collaborate cross-functionally to resolve bottlenecks.
- Communicate team progress clearly to stakeholders across the org.
- Mentor engineers and help unblock teammates.
- Champion standardization and testing through ESLint, Jest, and Puppeteer, enforcing strong coverage and clean, consistent code.
- Ran UX experiments, resulting in a 22% increase in CTR.
- Enhanced Search Engagement with Personalized Features, increasing searches per user by 13%.
- Conceived, designed, and led implementation of a new Trending Search module, increasing job search conversions by 138%.
- Spearheaded integration of display ads—owning every aspect of development and vendor coordination—resulting in $994K in annual revenue growth.

Staff Engineer • Full-time **Remote**

Partnered with design, product, and engineering leadership to define roadmap priorities, velocity, and long-term architecture. Led delivery of scalable, high-quality software by setting technical direction and promoting engineering best practices.

Key focus areas:

- Monitored full-stack performance (Web Vitals, SEO, GA, Datadog) and proactively resolved bottlenecks in collaboration with cross-functional teams.
- Mentored engineers, unblocked teammates, and promoted a culture of clarity and continuous improvement.
- Championed standardization and test automation using ESLint, Jest, and Puppeteer, ensuring consistent test coverage and maintainable code.
- Pushed 90% of site pages into green on Google's Web Vitals.
- Cut page load times by 4 seconds sitewide.
- 10× SEO traffic growth through structured data (JSON-LD schema).
- Reduced build times from minutes to seconds by modularizing repos and streamlining dependencies.

Senior Application Engineer • **Full-time** **New York City Metropolitan Area**

Worked closely with the Director of Engineering to shape technical strategy, extend core platforms, and lead the development of new products. Focused on modernizing legacy systems and enforcing engineering consistency across teams using Node, React, Python, AWS, and Postgres.

- **Drove engineering consistency** by standardizing linting (ESLint) and testing (Jest) across all teams—reducing bugs and improving code review velocity by 30%.
- **Replatformed the CMS and article renderer** using KOA, React, and Docker—cutting deployment times in half and reducing infrastructure-related incidents.
- **Built a reusable repo template** (Next.js, KOA, Docker, CircleCI) adopted org-wide, enforcing baseline standards for testing, linting, and Web Vitals performance budgets.
- **Modernized job search, article rendering, and homepage experiences** by extracting functionality from legacy Tornado/Python codebases and rebuilding them as scalable microservices—leading to faster iteration and improved performance.

Condé Nast **07/2015 - 11/2018**

Senior Software Engineer, Ad Tech, Monetization • **Full-time** **New York City Metropolitan Area**

Supported a high-visibility ad-tech team focused on making advertising more performant, effective, and seamless across brands like *The New Yorker*, *Bon Appétit*, *Wired*, and *Glamour*. Led a full rebuild of cross-brand ad delivery, boosting viewability from 45% to 85% and reducing unfilled impressions across the board. Most of the code I wrote is still being used today.

Core responsibilities:

- Led code reviews, mentored junior engineers, and coordinated directly with 3rd-party vendors.
- Designed shared tooling for org-wide use and guided framework and plugin decisions.
- Authored technical approach documents, handled tool upgrades/migrations, and helped evolve team workflows and integration processes.
- Standardized testing practices across the org, with most projects hitting 80%+ coverage.
- Instituted documentation guidelines (JSDoc, README, internal wikis) for all ad-tech deliverables.
- Removed jQuery dependencies to shrink file sizes and improve page performance.

Everyday Health **01/2012 - 07/2015**

Front End Engineer • **Full-time** **New York City Metropolitan Area**

Working closely with Design, Product, and Content in an Agile shop, I develop interactive web applications with test-driven mobile-first responsive design for high-traffic sites serving millions of hits/day. I write fast, efficient, compliant, and scalable code that works across browsers, devices, and platforms. Recent work has involved implementing an object-oriented architecture including SASS with BEM, Bootstrap, JavaScript, and jQuery where appropriate.

- Review and approve all team front-end code.
- Write tools to be used throughout the organization.
- Mentor junior developers.
- Handle tech interactions with Google, Swoop, ClickTale, Taboola, Adobe, and various other 3rd-party vendors.
- Advise management on appropriate frameworks, plug-ins, and tools.
- Prepare technical approach documents.
- Manage tool upgrades, changes, and migrations.
- Present talks on new technology within the company.

- Reduced page load time by 54%
- Increased ad click-through rate by 86%, while reducing ad impressions by 29%
- Built an ad management and placement platform reducing manual interaction to zero.
- Reduced requests 53%

PROJECTS

White-labeled Multi-tenant Job Search

04/2025 - 06/2025

The Muse

Launched a white-labeled multi-tenant job search platform in partnership with WTOP (8M UV/month). Developed infrastructure for scalable syndication to external partners while maintaining attribution and monetization on The Muse's backend. We leveraged Claude Code, Nextjs, Turbo, Jotai, Elastic Search, and FastAPI

Outcomes:
- Projected revenue uplift: $153K–$230K/year per tenant
- Laid foundation for future white-label opportunities

Search Pagination for SEO

04/2025 - 04/2025

The Muse

Implemented paginated search results for better crawlability and deeper indexing of job listings by Google. A key initiative in The Muse's SEO growth roadmap.

Outcomes:
- +74,010 SEO visits/month to /hiring
- +23,070 job views/month from SEO
- +9,079 job applies/month from SEO

Ad Provider Migration (Raptive)

03/2025 - 03/2025

The Muse

Oversaw the migration to Raptive as the new ad partner for article pages. Focused on maximizing ad revenue while ensuring alignment with our audience and brand standards.

Outcomes:
- Increased ad revenue by 10–15%
- Improved ad relevance and user experience

AI search for Articles (Maya)

11/2024 - 12/2024

The Muse

Designed and led the development of Maya, an AI-powered content discovery tool that surfaced over 24,000 articles from The Muse and Fairy God Boss. This tool enhances on-site engagement by addressing

limitations in article discoverability, while positioning the platform for an AI-first search future.

Outcomes:
- Increased article pageviews by 3,500 unique users/month
- Boosted organic reach and PR-driven traffic
- Created new top-of-funnel monetization opportunities

Two-Paned Job Search Two-Paned Job Search

10/2024 - 11/2024

The Muse

Revamped the job search UX to a two-pane layout, allowing job seekers to browse and view job details in the same tab. Improved user experience and SEO through inline navigation and new indexable URLs.

Outcomes:
- 50% increase in job applications per user

Saved Searches

08/2024 - 08/2024

The Muse

Developed a feature to increase job applications by enabling jobseekers to quickly revisit and refine recent searches. The new Saved Searches module introduced one-click pathing to re-run previous queries, reducing friction in repeat search behavior. This effort was grounded in a hypothesis that easier iteration on search parameters would drive more job exploration and, ultimately, more applications per user. An A/B test was launched to measure impact.

Outcomes:
- Increased job applications by driving more repeat search behavior
- Boosted applies per applicant for users engaging with search

Direct Apply Dynamic Forms

04/2023 - 06/2023

The Muse

Google has indicated they'll prioritize sites with direct applications in Google Jobs. To this end, we partnered with multiple third-party applicant tracking systems and generated application forms on the fly from JSON descriptions of the forms, including required fields, custom validation, display order, and keeping PII locked down. This took a multi-phase approach, starting with a write-up of the technical approach, including timelines, staffing, and presentation, and interfacing with the engineers at the partner companies to collect specifications and implementation details and, at the same time, building POC variants of each.

Outcomes

- Click through Rate increased by 15%
- Job Applies increased by 10%

Job search experience UX refresh

09/2021 - 03/2022

The Muse

This was a complete UX refresh for the Search experience better to align Search with The Muse approach to job seeking. It also included a technical rebuild of the search page to make the page scalable and more efficient for users. Technologies included were Nextjs, Koa, Storybook, Typescript, CSS Modules, and Docker.

- Increased Job Tile Views by 8.7%
- Increased Tile views per UV by 20%
- Increased Job Tile Clicks by 21.9%
- Reduce the Largest Contentful Paint to 2.23s
- Reduce First Input Delay (FID) to .02s
- Reduce Cumulative Layout Shift (CLS) to 0

Job-Search

02/2021 - 05/2021

The Muse

Replatformed our job search page into microservice using React, NextJs, FastAPI, and Koa. Here we were trying to reduce bloat in the original monolith. The rebuild resulted in:

- a 300% increase in page speed (<3 seconds)
- Web Vitals scores above 90 across the board.

LD+JSON & Metadata upgrades

03/2021 - 05/2021

the Muse

Research and implement/upgrade LD+JSON schema for all pages throughout The Muse site. This included JobPosting, Article, Breadcrumb, Organization, ListItem, WebSite, and others as needed. Using Schema.org and Google Search Console while building internal testing tools to automate these validations and, at the same time, monitoring the various social media and other channels for modifications to these schemes and their effect on SEO.

Event Based Ads Library

01/2018 - 07/2018

Condé Nast

An event based system written with the intention to streamline usage within React and allow some ads to render naturally and others to be injected later by React as needed. This project also increased viewability from 50% to 85% in most cases. The goals of this project were: • Increase viewability • Render ads as early as possible • Reduce JavaScript footprint • Improve Time to first meaningful paint. Tools we used were Node.js, AWS, Fastdom, Rollup, Babel, Eslint, Jest, Prettier, and of course JSDoc.

PUBLICATIONS

Hero Image Optimization Techniques

https://dev.to/richarddillman/hero-image-optimization-techniques-3mkk

How to write a readable commit message.

https://dev.to/richarddillman/how-to-write-a-readable-commit-message-33ah

Head tags organized

https://dev.to/richarddillman/head-tags-organized-1c7p

Creating readable names

https://dev.to/richarddillman/creating-readable-names-359d

SKILLS

- Accessability
- Ad Tech
- agile web development
- APIs
- AWS
- Book Binding
- Cascading Style Sheets (CSS)
- Claude Code
- color theory
- Cross-browser Compatibility
- Design
- Documentation
- Egyptology
- Elder Scrolls Online
- FrontEnd
- Gardening
- GIT
- Google Publisher tags (GTM)
- Graceful Degradation
- html
- JavaScript
- JIRA
- LLM
- NextJs
- node.js
- progressive enhancement
- React
- restful webservices
- SCSS
- Section 508
- Software Development
- SQL
- TypeScript
- Unit Testing
- Usability
- user experience
- web applications
- web development
- web typography
- World of Warcraft