

Brian Borman

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Full stack engineer with a track record in digital payments, scalable APIs, and checkout optimization. Experienced in leading async-first teams and shipping high-impact and high-quality solutions.

Skills

Technologies: PHP, JavaScript, TypeScript, React, Node.js, MySQL, Laravel, Docker, Git, REST APIs, GraphQL APIs, Composer, CI/CD (GitHub Actions), HTML/CSS, Shell Scripting, PHPUnit, Jest, Playwright, Java

Leadership: Async/Remote Team Management, Team Mentorship, Sprint Planning, Project Scoping, Technical Direction, Cross-Functional Collaboration, Feedback & Coaching, Onboarding, Agile Methodologies

Professional Experience

Technical Lead

Think Company June 2025 - Present, Remote

Work with designers and cross-functional client teams to deliver the best developer and user experience to our clients and their users.

Team Lead

Automattic Inc June 2023 - April 2025, Remote

Led a remote team of 6 engineers building WooCommerce payment plugins used by millions of shoppers and processing millions in total payment volume (TPV). Owned sprint planning, async collaboration, and engineering delivery. Mentored team members through code reviews and continuous improvement while embedding success metrics into workflows.

- Directed checkout optimization efforts, increasing conversion by 7 percentage points (71% → 78%) for returning customers through improved site performance and user experience.
- Developed and maintained WooCommerce payment plugins using PHP for backend services and React with TypeScript for dynamic, scalable checkout experiences.
- Improved team velocity by ~10% via agile refinements and enhanced delivery discipline, optimizing CI/CD pipelines and deployment orchestration for faster, more reliable releases.
- Drove alignment across engineering, product, and design during roadmap planning and project scoping, helping prioritize initiatives with clear metrics and technical feasibility.
- Led the team in making pragmatic decisions that prioritized both rapid delivery and durable backend quality, aligning with business and technical goals.
- Championed a culture of thorough testing, implementing robust unit and end-to-end testing (PHPUnit, Jest, Playwright) to ensure product reliability and scalability.

Senior Software Engineer

Automatic Inc

July 2020 - June 2023, Remote

Owned development of WooCommerce Payments features, including hosted and express checkout experiences, helping improve flexibility, conversion, and merchant adoption. Also contributed to Shipping enhancements such as carrier integrations and monetization-ready services. Frequently delivered projects independently across teams to accelerate product velocity.

- Architected and launched WooPay's hosted checkout built with PHP and React with a focus on scalability and performance, delivering a high-converting experience..
- Accelerated the full shopper flow from merchant checkout to hosted checkout by over 70%, reducing latency from 5–9 seconds to 1–3 seconds and significantly improving purchase completion.
- Mentored two apprentice developers through a structured six-month program, resulting in successful full-time hires and increased team cohesion and throughput.
- Built a production-ready pay-per-use live shipping rate service in Node.js, integrating carrier APIs and enabling scalable monetization of shipping rates.
- Promoted to Team Lead based on strong technical execution, delivery ownership, and team mentorship.

Web Developer

King Design LLC

August 2010 - July 2020, Ambler, PA

Delivered custom websites and web applications by collaborating closely with designers, stakeholders, and clients. Increased web traffic and streamlined internal workflows by building scalable solutions and improving deployment reliability.

- Developed and deployed a CRM REST API interface in Laravel to unify data access across platforms, reducing redundancy and accelerating feature delivery.
- Mentored junior developers through hands-on guidance and tooling improvements, shortening ramp-up time and fostering a collaborative, high-performing team culture.
- Implemented Git-based version control and multi-environment deployment pipelines, improving DevOps practices, increasing uptime, and reducing both release errors and unpaid maintenance work.
- Optimized MySQL databases via normalization and indexing strategies, enhancing query performance and enabling seamless data migrations with zero downtime.
- Built a mobile sales app that enabled real-time product performance tracking, increasing client sales by surfacing actionable insights during customer interactions.
- Delivered e-commerce solutions across platforms including Magento, WooCommerce, and Shopify, tailored to unique client needs.

Application Developer

QVC

September 2008 - August 2010, West Chester, PA

Built internal tools and web applications using Java and JSP as part of the e-commerce engineering team.

Education

Bachelor of Science in Computer Science; Minor in Mathematics

West Chester University of Pennsylvania – West Chester, PA

Magna Cum Laude