

Brennan D Baraban

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GitHub: github.com/bdbaraban

Portfolio: bdov.dev

LANGUAGES AND TECHNOLOGIES

- **Proficient:** JavaScript, TypeScript, Node.js, React, GraphQL, Apollo, PostgreSQL, MySQL, HTML, CSS, Python, Flask, AWS, CircleCI, Vercel, Git, Bash, Jest, Cypress, Redux, Next.js, Gatsby, Electron, Express, Algolia, Stripe
 - **Exposure:** Docker, Snowflake, dbt, React Native, Expo, Unity, C#, MongoDB, RxJS, esbuild, MobX, jQuery
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PROFESSIONAL EXPERIENCE

Shef | Software Engineer

Apr 2021 - Present

- Launched chef-to-consumer 1:1 direct messaging using Stream Chat API with AWS SQS, Lambda, and Kinesis, successfully scaling to high engagement of 2000+ messages sent by 400+ users within 2 weeks of release.
- Designed schema, API, and UI to model infinitely recurring scheduled events using iCal recurrence rules, automating generation of weekly platform availability for 2400 chefs at a 99% adoption rate.
- Developed menu item recommender using PostgreSQL, Snowflake, and Algolia ETL to calculate conversion attributes for 60000 unique cuisines and food items, providing suggestions for more than 370 new chef dishes.
- Expanded consumer referral feature with referrals linked directly to individual chef menus or menu items, generating an additional 5000 new user engagements and 200 converted orders.
- Conducted and analyzed A/B experiment testing custom percentage-based tip options on orders, resulting in a 35% increase to per-order tips by all users and a 57% increase by new users.
- Introduced team-wide ESLint configuration adding more than 100 rules and highlighting north of 3000 code quality recommendations for maintainability, readability, strict typing, and functional programming.
- Configured nightly production back-syncs of 6 AWS RDS PostgreSQL databases using a CircleCI workflow, eliminating a 45-minute local development pain point and saving 5 hours of per-developer time per week.

Einstein Studios | Lead Software Engineer

Sept 2019 - Mar 2021

- Architected tutor, parent, and admin web platforms using full-stack TypeScript with React, Node, MySQL, and Vercel, reducing onboarding costs by \$100 and delivering new web experience for first 100 users.
 - Built tutor-student weekly recurring lesson booking system integrated with Google Calendar and Postmark APIs, boosting scheduled lessons by 300% and monthly gross revenue by \$3000.
 - Created user subscription purchasing and tutor payout systems using Stripe API, automating formerly manual processes and reducing time spent on accounting by 25%.
 - Collaborated to launch 3D virtual classroom product after ramping up on new technologies, Unity, C#, and Electron, kickstarting onboarding for 600% user base increase.
 - Ideated and delivered permanent, user-friendly virtual classroom addresses, making asynchronous the student-tutor invitation flow and playfully solving #1 most received request in user feedback.
 - Implemented magic link login using JSON Web Tokens for passwordless user authentication, eliminating user account recovery tickets and saving \$1600 of developer support time per year.
 - Shipped Electron app synced with AWS S3 to automate patching and launching of Unity product, scaling efficiency of user versioning process by 800% and unlocking hot release schedule for engineering team.
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EDUCATION

Full-Stack Software Engineering, Holberton School, San Francisco

June 2019

- Relevant Coursework: Client- & server-side web development, RESTful APIs, data structures & algorithms, object-oriented programming, testing, version control, Linux/Unix, databases, scripting, sysadmin & DevOps

B.A. in American Studies, double minor in Statistics and Economics, University of California, Davis

June 2018

- Relevant Coursework: Introduction to Programming, Programming and Problem Solving, Discrete Math for Computer Science, Software and Object-Oriented Programming