



Brian Holt

Staff Software Engineer @ Tailwind Labs

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Hi Adam, Steve, and the rest of the Tailwind Team!

I'm Brian Holt, a staff-level software engineer with 10+ years of industry experience and an award-winning design background before that. I've been a long-time fan and follower of your design philosophy since *Refactoring UI*, which led to *Tailwind*, so I was really excited to see your tweet announcing the [Staff Software Engineer](#) job.

Aside from technical skills in Node, TypeScript, CSS, React, and a touch of Rust (amongst others), I bring a founder's sense of *design*-thinking to my work which helps my team and I ship the most impactful thing. Whether our customers are external or internal, I focus on an intuitive and powerful *Don't Make Me Think*-style API experience, keeping any required complexity cleanly organized in the cupboard. In my opinion, TailwindCSS is a great example of this, along with Svelte, Vite, and Ruby on Rails.

In the last handful of years I've been energized by developer experience and tooling. As a UI Platform Engineer at DigitalOcean, I'm radically simplifying the complicated micro-service architecture to improve team velocity. Most recently, I migrated 1.2M lines of code into a Yarn Workspace to consolidate our tooling. (I'll be publishing an article on this soon!). Previously, as the frontend lead at Zipline, I led a small team in rebuilding the entire UI layer over two 6-week Shape-Up cycles with no downtime while maintaining backwards-compatibility with the Rails server.

I'm super excited by the thought of working at Tailwind Labs:

- A small tight-knit team is where I'm happiest and most productive. I like close collaboration, learning from each other, a focus on craftsmanship with the time to get it right, and as minimal bureaucracy as possible. Let's build cool things together that make our customers happy!
- I love variety, especially in multiple languages and throughout the entire stack. Diving into an unfamiliar codebase to determine the *right* solve at the *right* layer is so fun. And while I have limited Rust experience, I really like strong types (remember Elm?) so the opportunity to learn more at work is very appealing.
- And like I mentioned in the opening, I've been a fan of the team for years!

You can find some of my highlighted articles and public work at brianholt.ca. I'll bring your attention to: [Remote Resistance](#), my first TailwindCSS project written in Svelte during the pandemic; [ElmDrum](#), an introduction-to-Elm article I wrote for Smashing Magazine a few years back; [documentation](#) I wrote for the rails/jsbundling-rails gem; and a [pull request from a take-home assignment](#) indicative of how I approach them.

I appreciate your work on Tailwind, contributions toward UI design, and your consideration of my application.

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Senior Software Engineer

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Senior software engineer with 10+ years experience in SaaS. Recognized for rallying teams to write practical and eloquent code while building products loved by hundreds of thousands of people.

JavaScript/TypeScript, Ruby, CSS/SASS, Rails, React, Svelte, Node

DigitalOcean

Jan 2023 – Current

Senior Software Engineer II

Owned platform infrastructure for 18+ React micro-frontends used by UI Engineers. Focused on developer confidence, safety, and standards. Part of a 2-person team.

- Migrated 18 React apps, 1.3M lines of code, to a Yarn 4 Monorepo over a quarter.
- Led 8 engineers in adding 108 Cypress E2E tests covering critical flows, while cutting test runtime in half across all apps, and raising the pass rate to 100% in most cases.
- Optimized and unified divergent CI/CD pipelines in Github Actions Enterprise, and significantly improved consistency and features while reducing YAML setup.

Zipline

Nov 2017 – Dec 2022

Senior Software Engineer / Founding Engineer

Planned projects and led teams through large frontend migrations and customer-facing features. Focused on risk reduction, frontend architecture, and developer productivity.

- Led 4 engineers in rebuilding the user interface over 3 months, replacing the entire view layer – 104k lines of HTML, CSS, and JavaScript. Article on [LogRocket](#).
- Executed several major library upgrades: 10k lines of React 14–17; Webpack 4–5; Bootstrap 3–4; and 47k lines of jQuery/JavaScript to TypeScript.
- Built new features including real-time threaded chat, an email-like message service, dashboards, file-storage services, a widget builder, cross-device backups, and more.

Unbounce

Jan 2015 – Nov 2017

Software Engineer

Scaled frontend best practices across multiple teams and implemented JavaScript-rich customer features. Reduced the CSS bundle 12x, from 96kb to 8 kb.

Red Academy

Mar 2016 – Jun 2017

Lead Instructor

Instructed and developed hands-on technical courses, *User Experience Foundations* and *Branding and Visual Design*, to classes of up to 20 students for 4 semesters.

HereNow

Jan 2013 – Dec 2014

Founder

Built and launched HereNow, a local events start-up, with support from Accelerate Tectoria incubator. Hit 50 daily users and ranked in the top 20% of Twitter campaigns.

Read articles published by [Smashing Magazine](#), [CSS Tricks](#), and [more](#).