Brandon Durham
Lead Front-end Software Engineer
18+ years experience

brandon@smallparade.com
+1 (512) 527-4626

Over 18 years of experience in front-end development and design, seeking a progressive and collaborative company where individual voices are valued.

Work Experience

Senior Front-end Engineer

Selfbook... Jun 2023–Present
https://selfbook.com/

— Joined existing team to help support and improve primary Selfbook product.
— Tasked with refactoring outdated proprietary component library to bring up test coverage, remove product-specific code, and optimize for performance.
— Presented detailed three-month plan to several stakeholders and founders who unanimously approved.
— Hand-picked by founders for a new team of "A players" tasked with creating an entirely new product to replace existing product.
— Created from-scratch proprietary component library with 100% test coverage and thorough developer documentation (auto-generated from JSDoc comments).
— Created proprietary application theming layer that was bundled with the component library but could be completely overridden and customized by customers.

Lead Software Engineer

Fringe .... Jan 2021–Present
https://fringe.us

Manage a team of five front-end engineers with a strong focus on a proprietary *Component Library* and our web-based *Marketplace*.
— As the first in-house developer hired at Fringe, I was responsible for laying the groundwork for the entire development team.
— Built a proprietary React-based *Component Library* from the ground up that is still in use by multiple Fringe properties. Includes a fully-configurable design system followed by all projects that use the library; 98% test coverage; and a visual regression suite.
— Consult with designers around best practices regarding usability and accessibility; led the charge around ensuring accessibility is always considered.
— Consult with stakeholders to help determine feature roadmap; t-shirt size level of effort; and delegate feature work across several Product teams.

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Senior Software Engineer

FireHydrant... 2020–2021
https://firehydrant.io

Mentored small team of *Junior Engineers* focused on our proprietary incident management software.

— Live and breath React, Redux, Redux-Saga, React-Router, es6, SASS, Jest, and React Testing Library for unit and integration tests.
— Built complex tools for managing incidents, like a query builder that allows users to build custom, chain-able queries with UI for reporting tools.

Senior Interactive Developer/Designer

Hoefler&Co. (Previously Hoefler & Frere-Jones) 2012–2020
https://typography.com

Managed a small team of developers and lead the charge on many large projects with a strong focus on progressive web experiences and interacting with typography in new and inventive ways, including:

— The development of the current Typography.com using React, Redux, Redux-Saga, es6, Node, interactive SVG, PostCSS, Jest and snapshot testing, and ExpressionEngine as a CMS;
— Discover.Typography.com, which allows visitors to explore H&Co typefaces in an interactive collection of art, using SVG, React, Hammer.js, PostCSS, Gulp, and ExpressionEngine as a CMS; and
— Try.Typography.com, which allows users to test drive every H&Co typeface in the browser, exploring OpenType features like swashes, tabular figures, contextual alternates, and so much more. Uses React, Scribe, and JSS.

Personal, as Full-stack Designer/Engineer

Best Horror Scenes 2018–Present

A space to share my love of the Horror film genre by way of featuring some of my favorite scenes in Horror.
https://besthorrorscenes.com

A Memoir Project 2012–Present

Award-winning online memoir for writer Michael Blankenburg. Built with Gatsby.js and React.
https://amemoirproject.com

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Recognition

Awwwards	*AMemoirProject.com* (Site of the Day; Mobile Excellence)
Awwwards	*BestHorrorScenes.com* (Honorable Mention)
Awwwards	*PalaxyTracks.com* (Site of the Day nominee)

References

Jonathan Hoefler	**Bruce Willen**
Founder, Hoefler&Co.	*Co-founder, Post Typography*
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From the desk of Jonathan Hoefler:

Brandon's an outstandingly talented developer, a thoughtful and constructive collaborator, ten times the designer that he thinks he is, and just one of my favorite people. I count myself immensely fortunate that his sensitivity to typography brought him to Hoefler&Co (typography.com), where I had the pleasure of working with him for seven of my company's most energetic years, and I'm happy to call him a friend.

      Over these years, Brandon was instrumental in the design and development of not only typography.com, which underwent both evolutionary and revolutionary changes, but also the award-winning and influential discover.typography.com, which raised the bar for typography in the browser. Brandon took the reins of our SaaS product cloud.typography.com, and was an absolutely critical part of my team that was charged with creating an elegant front-end to conceal the massively complex set of decisions required of a sophisticated font library. Behind the scenes, Brandon dealt smartly and confidently with the demanding back-end integrations of two different content management systems, a best-of-breed CDN, and a sophisticated internal CRM that he designed while tackling the public-facing websites at the same time. I was always grateful for not only Brandon's talents and energies but his ideas and opinions, his honesty, his good humor, his eagerness to simultaneously explore new technologies while committing to time-tested ones, his patience with the limited resources of an established company (bootstrapped, profitable, old-school), and his camaraderie with a diverse group of colleagues. I know him to have been both a generous collaborator and a good friend to the many designers, developers, engineers, managers, and typeface designers he worked with at H&Co, and I'd recommend him without hesitation to absolutely anyone with the good fortune to be considering him for a project.