Brian Ephraim - Principal Full-Stack / Front End Software Engineer

Garrison, NY (remote)

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Tech Focus   **React - Node - React Native - AI - Typescript - Redux - GraphQL - Webpack**

Organizational Roles   **Architect, Senior Developer, Tech Lead**

Career Highlights   **OkCupid, TED, 4-5 star apps, millions of users**

Professional Experience

TED Conferences (video & education) Consultant
Remote, January 2018 - present

- Technical leading from-the-ground-up redesign of iOs and Android TED flagship app
  - implementing React Native framework to leverage React knowledgebase amongst contributing engineers
  - Collaborating with UX/UI designers, developers, and product owners to create a superior user experience
  - Providing technical advice and coaching to junior developers
  - Establishing code standards for development and architecture
  - Enforcing performance and memory utilization standards
  - Leading sprint planning, code reviews, and product presentations
- Developing other web apps and native apps including frontend and backend
  - developing with React on the web and React Native for the apps significant module reuse amongst the platforms
  - building out the beta backend with Node JS, MongoDB, Express JS, and Heroku
  - leveraging a monorepo architecture with the other project to maximize code reuse
  - launching the app to production in iOs App Store and Android Play Store and as a web app
  - writing unit tests and end-to-end test
  - implementing in app purchasing
  - deploying with Fastlane to Android and iOs Beta testers
  - migrating deployment system to Bitrise CI
  - handling Apple and Google signing certificates
  - building entirety of application's screens and business logic
  - developing a custom navigation system
  - building backend in Node to support Beta phase

- communicating backend requirements for production needs to backend engineers
- accomplishing network interacting with GraphQL
- integrating Codepush for faster iterations
- closely collaborating with design and product on features
- building a custom video player with video download and caching functionality

Float (resource scheduling) - Senior Frontend Developer
Remote, November 2017 - March 2018

- Building a Slackbot
- Implementing new features and bug fixes on a complex legacy website
- Using React and Redux

Building Robotics (internet of things) - Senior Frontend Engineer
Remote, November 2016 - May 2017

- Migrating build process towards Webpack
- Writing unit tests
- Establishing end-to-end test system
- Integrating websockets in application frontend
- Reviewing contributor code

OKCupid (dating website) - Frontend Engineer
NYC, November 2013 - August 2016

- Building single-page and mutli-page web apps
  - Using React and Angular
  - responsible for entire dating site front end feature sets
- Developing features, such as
  - complex business logic
  - touch and swipe interaction
  - infinite scroll
  - pull to refresh
  - pinch to zoom
  - photo upload
  - Instant chats and notifications with WebSockets
  - Tinder-like card swiping interface
  - animated screen transitions with 3D effects
  - swipeable image galleries
  - phone/tablet responsive
  - geolocation
  - lazy loading assets
  - optimized load times via vanilla.js landing pages, on-demand asset loading, bundling, and compression
  - unit tests
- Assembling Grunt development environment, including:
  - localhost server
  - remote debugging console
  - effortless retina/non-retina spritesheet generation
  - endpoint proxying
  - build and deployment scripts for a variety of asset servers, including AWS
  - cache-busting mechanisms

- asset compilation
- rollback functionality
- Owning entire Git codebases
- Sharing Git codebases with other front-end engineers
- Conducting A/B tests and adjusting designs based on results
- Organizing project roadmaps
- Transferring architecture and features between separate projects
- Writing detailed specification documents for backend developers
- Collaborating with backend developers on API modeling
- Collaborating closely with designers on product features
- Styling CSS with pixel perfect alignment against designer files

Viggle Inc. (second screen app) - Senior Web / Javascript Engineer
NYC, April 2013 - October 2013
- Owning the Angular codebase for two single page apps
- Delegating tasks to other frontend engineers
- Estimating tasks, researching technology, and planning for future initiatives

Blaboid Inc. (startup) - Entrepreneur
NYC, November 2010 - April 2013
- Launching a social networking platform
- Coordinating business needs with lawyer, accountant, and consultants
- Developing the platform, consisting of a single page HTML5 Backbone mobile web app with user generated content, hosted on Amazon, with PHP/MySQL backend

Alexander Interactive (agency) - Frontend Web Developer
NYC, May 2011 - March 2012
- Serving E-commerce clients such as Lowe's Home Improvement and Adorama
- Doing agile with daily scrum calls, sprint planning/review, and demos for executive product owners
- Flying to client corporate headquarters for onsite consulting

KickApps/Kit Digital (agency) - Frontend Web Developer
NYC,October 2010 - May 2011
- Developing social portals for such clients as The Doctor Oz TV Show, MIT University, Penguin publishers

Rail Europe (travel website) - Web designer
White Plains, NY, October 2006 - October 2010
- developing mobile and desktop e-commerce web frontend

Regeneron (pharmaceuticals) - Graphic designer
Tarrytown, NY, July 2000 - October 2005
- Designing logos, banners, posters, fliers and presentation materials
- Preparing images for patent submission
- Formatting scientific imagery for journal publication

Education

2003 Ithaca College, Ithaca NY, Bachelor of Arts, Philosophy Major