
Brian Ephraim

Principal Full-Stack / Front End Software Engineer

Garrison, NY (remote)

brianephraim@gmail.com - (914) 482 2364

github.com/default - linkedin.com/in/brian-ephraim-29680531

Tech Focus

React - React - React Native - Typescript - Redux Toolkit - GraphQL -
NextJs - Webpack - Node

Organizational Roles

Architect - Principal - Tech Lead - Senior Engineer

Career Highlights

OkCupid - TED - 4-5 star apps - millions of users

Professional Experience (23 years)

XFactor (AI startup) **Principal Frontend Engineer**

Remote, April 2023 - present

- architecting the frontend codebase with Typescript React Native Web, NextJs, Tamagui, Victory Chart, and Redux Toolkit (RTK Query)
- implementing complex features using chart visualizations, custom forms, demo mode, and interactive maps
- planning feature implementation strategies with product managers, engineers, and stake holders
- modeling data structures in collaboration with colleagues in backend and machine learning
- contributing to discussions about feature delivery processes related to scrum, Jira, and Notion
- providing crucial feedback to designers to descope lower priority feature details from sprints
- ensuring deadlines met for myself and the team
- conducting technical and cultural fit interviews for candidates

TED Conferences (video & education) **Principal Frontend Consultant**

Remote, January 2018 - March 2023

- 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
 - building entirety of applications' screens and business logic
 - leveraging massive reusability of code across various apps, for web, native, and backend with React Native Web and Node through a monorepo architecture
 - launching the app to production in iOS App Store and Android Play Store and as a web app
 - implementing in app purchasing
 - handling Apple and Google signing certificates
 - developing a custom navigation system
 - communicating backend requirements for production needs to backend engineers
 - accomplishing network interacting with GraphQL
 - closely collaborating with design and product on features
 - building a custom video player with video download and caching functionality
- Fullstack responsibilities
 - building backend Node JS server with Express, MongoDB GraphQL, Heroku and AWS
 - implementing JWT based authentication
 - creating Web client with React, Redux, and Webpack
 - developg iOS and Android clients build with React Native
 - configuring deployment automation with local builds and CI builds with Webpack, Fastlane, Bitrise and Codepush
 - implementing thorough accessibility
 - writing unit tests and end-to-end test

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
- Collaboration with other developers through git
- 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

KickApps/Kit Digital (agency) - **Frontend Web Developer**
 NYC, October 2010 - May 2011

- developing with PHP, MySQL, Javascript, HTML, CSS, and Flash
- 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
- re-writing frontend from table based layout to CSS based layout

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
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Education

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