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# Brian Ephraim - Lead React Native Engineer

Garrison, NY (remote)

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

*Organizational Roles*   Architect, Senior Developer, Tech Lead

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

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## *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**
  - Collaborating with UX/UI designers, developers, and product owners to create a superior user experience
  - Providing technical advice and coaching to junior developers
  - Establishing standards for React Native development and architecture
  - Enforcing performance and memory utilization standards
  - Leading sprint planning, code reviews, and product presentations
- **Developing other apps as sole front-end app engineer**
  - 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
  - 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**
- **Agile**

**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**
  - **git integration**
- **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

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*Education*

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

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