

# **Brian Ephraim**

## **Principal Front End Engineer, Native and Web**

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### **TECH FOCUS**

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)**

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

Remote, April 2023 - January 2026

- Leading frontend efforts, including tasking, mentoring, and overseeing contributors
- Architecting the frontend codebase using TypeScript, React Native Web, Next.js, Tamagui, and Redux Toolkit (RTK Query)
- Establishing code quality standards and shared architectural patterns
- Implementing complex, data-heavy feature sets including:
  - AI chat interfaces, including frontend state management and API integration
  - Interactive data visualizations and analytics
  - Complex form workflows
  - Large, highly interactive tables
  - Map-based experiences

- Planning feature implementation strategies with product managers, engineers, and stakeholders
  - Modeling data structures in collaboration with backend and machine learning teams
  - Contributing to delivery process discussions (Scrum, Jira, Notion)
  - Providing usability and implementation-prioritization feedback to design partners
  - Ensuring deadlines are met for myself and the team
  - Conducting technical and cultural fit interviews for engineering candidates
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**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
  - Developing 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

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**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

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**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

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**OKCupid (dating website) - Frontend Engineer**

NYC, November 2013 - August 2016

- Building single-page and multi-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

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**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
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**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
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**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
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**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
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**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
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**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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## **INTERESTS**

In my free time, I enjoy playing and composing music with friends. I play keyboard, bass, and guitar. I also enjoy hiking, watching sci-fi shows, and thifting.