
Brian Ephraim - Principal 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**

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

Education

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