

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)

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

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 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

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.