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 - present

- leading front end efforts by tasking, mentoring, and overseeing contributors
- architecting the frontend codebase with Typescript, React Native Web, NextJs, Tamagui, Redux Toolkit (RTK Query)
- establishing code quality standards
- implementing complex feature sets including
  - AI Chat UI and integration with API
    - chart visualizations
    - complex forms
    - large tables
    - 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 about usability and implimentation prioritization
- ensuring deadlines met for myself and the team
- conducting technical and cultural fit interviews for engineering candidates
- participating in meetings with design partners about feature details

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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 authentiction
  - 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

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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

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.