

# Brad Mallow

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## Summary

I am a founder, product leader, engineering manager, and software developer with extensive experience crafting businesses, applications, and services. I am passionate about exposing complicated information through thoughtful interfaces. I enjoy utilizing my skills to build quality products and foster great teams.

## Professional Experience

### **Software Development Consultant, stealth startup** **San Francisco, California — Feb 2023 to July 2023**

I defined the product scope and strategy, then built the initial web application using a modern javascript application stack. The product included innovative interactive data visualizations, powered by d3.js, providing developers unprecedented insight into their build processes.

### **Board Member & Technical Advisor, Thrilling** **January 2023 to Present**

### **Co-Founder & CTO, Thrilling** **Los Angeles, California — August 2018 to December 2022**

I co-founded Thrilling, a two-sided online marketplace for vintage apparel and home goods. As the technical co-founder, I personally built the foundational website and apps, allowing us to prototype, launch, and scale the business from nothing to over \$1 million in ARR.

## Achievements

- Scaled our tech stack to support 1800+ independent secondhand vendors that utilized our tools to upload 300k+ unique items sold on our marketplace visited by millions of people.
- Used a variety of tools, such as TypeScript, JavaScript, Python, React, Angular, Svelte, Ionic, node.js, GraphQL, Firestore, BigQuery, Firebase Functions, GCP Cloud Run, GCP Pub/Sub, Shopify Liquid, and many more to keep it all humming.
- Built out a team of 35+ outstanding employees with inclusive and diverse backgrounds, including a 12-person product & tech team that I directly managed.
- \$10 million dollars raised in pre-seed, seed, and series A funding by investors including Prelude Ventures, Elemental Exceleator, Defy, Urban US, Phoenix Rising, Closed Loop, and Congruent Ventures.

- Crafted strategy and rolled out impactful machine learning-powered solutions for image manipulation, tagging, pricing algorithms, and AI copywriting, which reduced costs and increased revenue.

## **Senior Manager Engineering, Poppin** **New York, New York — August 2015 to August 2016**

I started as the head of frontend development then transitioned to managing the entire tech team, consisting of on-site and offshore frontend, backend, full stack, and QA team members; handled all technical needs of a rapidly growing startup selling physical goods to both B2B & B2C customers. This included ecom, ERP, sales management, and middleware systems to make it all work.

### **Achievements**

- Led the team to successfully replatform from an aging system that was inhibiting growth to a modern, full-featured ecom solution.
- Identified the need to transition from static markup to fully accessible templates that could be administered by our internal clients, freeing up their creativity and my developer's time. I secured stakeholder buy-in (design & marketing) and led the tech team to implement and execute.

## **Senior Interface Developer, Thrillist Media Group** **New York, New York — July 2013 to May 2015**

I developed modules and features in close collaboration with design and product teams, used across multiple editorial and ecommerce sites built upon Thrillist's proprietary web application platform. As a senior member of the team I advocated a high standard of code quality and maintainability through active involvement in code reviews, and was also tasked with deploying code to production systems.

### **Achievements**

- Led a special projects team of developers tasked with originating ideas around strategic company objectives and developing them into production-ready solutions.
- Designed, prototyped, and implemented internal curation tools, providing editorial and merchandising teams granular control over content placement through an intuitive interface.
- Built the corporate identity site (<http://thrillistmediagroup.com>) making use of CSS animation and transitions.

## **Frontend Development Consultant, Intuit** **Menlo Park, California — February 2012 to March 2013**

I performed an overhaul on Intuit.com – an Alexa US Top 100 website - as well as Intuit's 50 other most-frequented pages, concentrating on performance, accessibility, frontend best practices, and

optimizing for use on mobile devices.

## **Achievements**

- Achieved a 50% reduction in page load times by refactoring HTML, CSS, and JavaScript, driving a marked jump in conversions in key growth areas.
- Introduced an adaptive, mobile-optimized experience for key new pages and helped align the production life cycle around mobile.
- Led tech talks for the marketing and development groups, evangelizing the cause of performance and frontend best practices.
- Audited and refactored Intuit's top 50 pages to ensure compliance with accessibility best practices, providing a superb experience for users on all devices.

## **Web Developer, Freelance**

**San Francisco, California — October 2011 to February 2012**

## **Support Engineer, Atlassian**

**San Francisco, California — August 2010 to September 2011**

## **Community Advocate, Ning**

**Palo Alto, California — February 2008 to April 2010**

## **Education**

**University of California,**

**Santa Cruz**

**B.A., Film & Digital Media**