Brad Mallow

+1 (858) 205-8052

contact@bradmallow.com

https://bradmallow.com

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.

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 Excelerator, 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, sund 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

I created engaging web experiences using HTML5, CSS3, and JavaScript, helping clients tell their unique stories; fostered a fluid working relationship between development, designers, and the client.

Support Engineer, Atlassian
San Francisco, California — August 2010 to September 2011

Provided high-touch technical support for mission-critical software development and communication tools, supporting customers of all sizes, from startups to Fortune 100s, using a number of communication channels – support tickets, online forums, telephone – across all major operating systems and DB setups – MySQL, PostgreSQL, Oracle, Solaris; developed productivity tools integrating our admin and ticketing systems using HTML5, CSS3, and JavaScript.

Community Advocate, Ning
Palo Alto, California — February 2008 to April 2010

Product expert and first line of contact for existing and prospective customers; answered technical support tickets and support forum posts, wrote blog posts and FAQs, and worked with engineering teams to file and prioritize bugs; designed and developed internal support tools integrating our admin interface, production environment, Salesforce CRM ticketing system, and bug tracking systems using HTML, CSS, and JavaScript; onboarded and trained new employees; served on the incident management on-call team.

Education

University of California, Santa Cruz
B.A., Film & Digital Media — 2006