

# Brad Mallow

+1 (858) 205-8052

contact@bradmallow.com

<http://bradmallow.com>

## Summary

I am a developer with over 15 years experience crafting websites and web applications. I am passionate about exposing complicated information through thoughtful interfaces. I look forward to my next opportunity to utilize my skills, both technical and personal, to build quality products and foster great teams.

## Education

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

## Skills

- engineering management
- development workflows
- performance optimization
- web accessibility
- rapid prototyping

## My Tools

- JavaScript (TypeScript, CoffeeScript)
- HTML
- CSS
- PHP
- node.js

## Professional Experience

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

I ran the frontend ecom system and oversaw a successful replatforming. Transitioned to managing entire tech team, consisting of on-site and offshore team members, handling 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

- Completed a successful replatforming from an aging system that was inhibiting growth to a modern, full-featured ecom solution.
- Transitioned from static markup to fully accessible templates that could be administered by our internal clients, freeing up their creativity and my developer's time.

**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 to spice up the usual advertising, executives, career, and tech blog sections.

## **Frontend Developer, Intuit**

### **Menlo Park, California — February 2012 to March 2013**

As part of a small consulting team, 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.
- Lead 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, allow all customers to enjoy a superb experience.

## **Web Developer, Freelance**

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

Part of a two-man team, I created engaging web experiences using HTML5, CSS3, and JavaScript, helping clients tell their unique stories; worked with varied customers from an independent author promoting a new book to a medical-consulting startup working with an established design firm; 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 on all tools necessary for efficient awesomeness; served on the incident management on-call team.