Brian Sturdivan

Senior Product Engineer

Location
San Francisco, CA

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Profiles
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When I think over my accomplishments in my last thirteen years of programming and try to understand what I have done and the commonalities through the years; there is one thread I keep pulling. Everything I have accomplished has been in collective with the people by my side for the benefit of the customer. As a team member I seek to look beyon,d myself and strive to support the team and the community I serve. From government agencies to startups in their infancy, I've learned, grown, and built for the people around me. I can't begin to put my experiences and contributions into just a few words but I can say that I love what I do and what we've done together.

Skills

Javascript • HTML • CSS • React • Node • NPM • Yarn • Ruby • Ruby on Rails • Python • PHP • SQL (MySQL, PostgreSQL) • Redis • Memcached • AWS • APIs • Git • DAM • Payment Processors • SEO • Figma • Adobe Photoshop • Adobe Illustrator

Experience

Everlane July 2013 - current

Senior Product Engineer | Full Stack

- Built an e-commerce platform with a group of four rag-tag engineers and one designer, all learning on the job, from a brand vision to the successful business Everlane has become.
- Grew, maintained, and matured an engineering, product, and design team based on low ego, curiosity, and compassion. Starting with four people sharing a desk and growing to the incredible group of 18 engineers, 4 designers, and 4 Product managers we have today.
- Created a new employee onboarding plan for the engineering, product, and design team; decreasing onboarding time to 5 business days and assuring engineers will deploy production code on day one.
- Created a social integration process for new company employees, introducing them to key people on each team integral to the new employee's role.
- Discovered, advocated for, and integrated the prototype for Everlane's headless CMS provider, Builder.io. After spending over a year building our own custom CMS and site merchandising tool and a product asset management system; I helped make the decision to buy over continuing to build when the custom tools became too ineffective and engineering intensive.
- Lead the digital asset management integration allowing for a streamlined workflow from creative assets to site merchandising as a part of the goal to increase productivity by 40%
- As part of the digital asset management integration, lead to a 32% decrease in page load time and a 4% increase in sales.
- Assisted in the integration of payment processors such as Stripe, Paypal, ApplePay, and ShopPay; leading to increases in conversion by as much as 8%.
- Lead every holiday marketing campaign, in various capacities, snce I joined in 2013
- Increased Everlane's SEO indexable page footprint by 300% by creating SEO and user friendly URLs for filtered product listing and search pages.

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CBS December 2011 - July 2013
Software Engineer

- Learned from the creators of the then CBS-owned javascript library, Mootools, while also contributing to the animation library.
- An early adopter of Node JS, integrating with the library to build the first CNET and CBS News mobile sites—built as some of the first single-page applications deployed at scale.

Education

Art Institute of California, San Diego
Bachelor of Science | Computer Science