Devin Torres

Full-Stack Engineering Leader and Architect

+1-512-312-8954
d@devinus.io
devinus.io
devinus
devinus
devinus

Experience

2018–Present   **Principal Member of Technical Staff**, *Salesforce*, New York City, NY.
Joined as part of the Salesforce acquisition of Rebel [1] whereupon we quickly and successfully integrated interactive email technology into the broader Salesforce Marketing Cloud ecosystem [2].

2017–2018   **Core Team**, *Nano Foundation*, Austin, TX.
Developer as part of the Core Team for Nano – an instant, feeless cryptocurrency.

2015–2018   **Director of Engineering**, *Rebel*, New York City, NY.
Hired as the third employee and developed the world's first and only platform to build and send interactive emails.
- Comprehensive REST API including several ESP, CRM, and analytics provider integrations [3];
- Email WYSIWYG builder using composable interactive Rebel components;
- Realtime analytics and reporting engine;
- Highly scalable transactional email delivery service;
- All of this accomplished using a continuously deployed, automatically scaled idempotent microservices architecture.

2014–2015   **Lead Developer**, *Clutch Analytics*, Austin, TX.
Formed and lead a new team to develop and launch new B2B2C software solutions for the auto insurance industry within very aggressive timelines.
- Developed a white-labeled eCommerce solution for independent insurance agents and launched before a hard deadline while remaining under budget.
- Designed a highly parallelizable, next-generation insurance rater for a new market using a custom rules engine that had to conform to strict legal requirements.
- Managed multiple outsourced teams that augmented local teams to help deliver objectives.

2007–2014   **Senior Application Developer**, *Interline Vacations*, Austin, TX.
Key member of the software design team. Responsible for several business-critical applications and websites.
- Maintained massive legacy codebases for in-house reservation, inventory management and CRM applications.
- Developed an online travel and tourism metasearch engine focusing on speed and extensibility.
- Redesigned and launched several multi-branded international websites.

2007–2007   **VP of Internet Design**, *Wythagy*, Austin, TX.
Served as a technical cofounder as we worked with several clients to create innovative web 2.0 applications.

2006–2007   **Online Creative Director**, *Study Breaks Magazine*, Austin, TX.
Responsible for all online strategies to further the magazine's web presence.

Technologies

Languages	JavaScript, TypeScript, Elixir, Erlang, Python, Rust, Go, C, C++, Shell, PHP	**Databases**	PostgreSQL, MongoDB, InfluxDB, Redis, Couchbase
Frameworks	Node, React, Ember, Electron, Phoenix	**Platforms**	Amazon Web Services, Docker, Kubernetes, Linux

Projects

Nano Wallet An Electron desktop wallet application for the Nano cryptocurrency. `https://github.com/nano-wallet-company/nano-wallet-desktop`

Poison An RFC 7159 and ECMA 404 compliant JSON library. Currently one of the most popular library in the Elixir ecosystem used by over 1700+ dependents. `https://github.com/devinus/poison`

Poolboy An Erlang worker pool implementation used by Basho in Riak, 2600hz in Kazoo, IRCCloud, Chicago Boss, and other high profile projects. `https://github.com/devinus/poolboy`

Patents

○ Joe Teplow et al. "Generating interactive emails and tracking user interactions". Patent Application 20190044902. Feb. 2019. URL: `https://patentscope.wipo.int/search/en/detail.jsf?docId=US236971019`

References

[1] Ingrid Lunden. "Salesforce acquires Rebel, maker of 'interactive' email services, to expand its Marketing Cloud". In: *TechCrunch* (Oct. 5, 2018). URL: `https://techcrunch.com/2018/10/05/salesforce-acquires-rebel-maker-of-interactive-email-services-to-expand-its-marketing-cloud/`.

[2] Kyle Wiggers. "Salesforce launches new Einstein email capabilities for Marketing Cloud". In: *VentureBeat* (Oct. 24, 2019). URL: `https://venturebeat.com/2019/10/24/salesforce-launches-new-einstein-email-capabilities-for-marketing-cloud/`.

[3] Anthony Ha. "Rebelmail launches an API to bring more interactivity to emails". In: *TechCrunch* (Nov. 15, 2016). URL: `https://techcrunch.com/2016/11/15/rebelmail-api/`.