

# Franklin Henderson

## CONTACT

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## SKILLS

📄 JavaScript, TypeScript, React  
🔧 HTML, CSS  
📦 Node.js, npm, Vite  
🔗 GraphQL, REST APIs  
🤖 Claude, Gemini, Copilot, MCP  
{} Python, Go  
🗄️ PostgreSQL, MySQL, NoSQL  
🔄 TDD, Agile  
🐙 GitHub, GitLab, CI/CD  
☸️ AWS, Docker

## LEADERSHIP

👥 Team Building, Hiring  
🎓 Mentoring  
📋 Technical Strategy  
📅 Roadmap Planning  
👤 Cross-functional  
👤 Collaboration  
★ Performance Management

## COMMUNITY

👤 WLVS Co-Organizer  
👤 Lunch.js Champion  
👤 JS.LA Member

## INTERESTS

📷 Film Photography  
✈️ Travel  
🎧 Music  
🍷 Brewing

Principal Engineer with 20+ years building and scaling software systems across fintech, gaming, and advertising technology. Currently leading frontend architecture and team development at Tilia, where I build React/GraphQL interfaces to a system that processes millions in virtual economy transactions.

Combine deep technical expertise in modern frontend technologies with proven leadership experience, having grown engineering teams from solo contributors to high-performing units. Passionate about maintainable architecture, test-driven development, and mentoring engineers while maintaining hands-on contribution to complex technical challenges. Value close collaboration with users and stakeholders to build tools that truly serve their needs.

## EXPERIENCE

### Principal Engineer / Team Lead

#### Tilia / Linden Lab / Thunes

*San Francisco, CA (remote) 2019 - Present*

Architected and delivered complete React-based administrative platform replacement as founding frontend engineer, transforming legacy Angular application into mission-critical multi-tenant interface serving both internal agents managing \$millions in payouts/refunds/KYC and external customer support teams for self-service user administration

Designed and implemented GraphQL abstraction layer aggregating multiple backend REST services and databases, creating unified transaction-based data model that simplified complex invoicing, wallet, and payment operations for improved user experience and operational efficiency

Scaled from solo frontend engineer to technical leader of 4-person team, establishing engineering standards, mentoring practices, and development workflows while maintaining ownership of critical architecture decisions and technical direction

Built customer-facing embeddable widget handling TOS compliance, KYC workflows, and payment processing, then successfully transitioned ownership to dedicated team while maintaining architectural oversight and knowledge transfer

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### Progressive Engineering Leadership

#### CJ Affiliate

*Westlake Village, CA Jan 2014 - 2019*

#### SENIOR MANAGER OF SOFTWARE ENGINEERING (FEB 2018 - 2019)

Progressed from individual contributor to managing 40+ engineers across multiple teams, establishing department-wide standards for agile development, release planning, and technical excellence while maintaining hands-on technical contributions

#### PRINCIPAL ENGINEER / TEAM LEAD / CHAPTER LEAD (JAN 2015 - FEB 2018)

Led modernization of flagship frontend application from legacy JavaScript to ES6/React, introducing modern build pipeline (npm, Gulp, Webpack) and establishing React as department-standard technology, influencing architectural decisions across entire engineering organization

Delivered high-performance publisher compliance testing system capable of 500,000 tests/day under tight deadlines for at-risk client, scaling from rough prototype to production system while mentoring junior team members

Built company-wide agile project management tool on Atlassian Jira providing data-driven progress insights, and created mobile SDK for iOS/Android event tracking with full App Store publication and developer portal

**SENIOR SOFTWARE ENGINEER (JAN 2014 - JAN 2015)**

Prototyped customer-facing insights application featured at 2016 CJU Solutions Lounge, directly supporting sales and product strategy while establishing frontend chapter leadership role managing department-wide developer standards and training

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## Principal Developer

### Demand Magic

*Thousand Oaks, CA Apr 2012 - Jan 2014*

Built next-generation display advertising platform implementing complex rulesets across multiple ad networks, user attributes, and geographic targeting

Developed ETL data migration tools and real-time reporting dashboard for KPIs, impression statistics, and revenue tracking using Node.js, MongoDB, PostgreSQL, and AWS

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## Principal Developer

### TrueCar

*Santa Monica, CA Sep 2011 - Apr 2012*

Founded Internal Applications team to modernize legacy financial systems, leading hiring and technical direction for enterprise application consolidation

Led Microsoft Dynamics GP upgrade and migration across 15+ client installations while building web-based portal for financial applications using ASP.NET MVC and MSSQL

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## Progressive Technical Leadership (1997-2011)

**Development Manager / Technical Lead**      *Pocket Kings, Dublin, IE / Los Angeles, CA      2005-2011*

Led engineering teams and agile transformation, .NET/C#/MSSQL systems

**Senior Software Engineer**      *Movielink, Santa Monica, CA 2002-2005*

Enterprise Java applications, ATG Dynamo, Oracle data warehouse systems

**Software Engineer**      *Day Software, Orange County, CA 2001-2002*

Java enterprise integrations, content management systems

**Software Engineer**      *Post Communications / Netcentives, San Francisco, CA 1999-2001*

High-throughput email systems, Java/JavaScript, unit testing advocacy

**Software Engineer / Technical Lead**      *ModaCAD / Styleclick.com, Los Angeles, CA      1997-1999*

Early web development, JavaScript/CSS, team leadership, e-commerce prototyping