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Profile

I am an experienced software developer who has worn many different hats throughout my career.

My specialisation over the past decade has been in the Javascript ecosystem as a whole, but I have also acquired a solid background in other stacks, ranging across the spectrum from Front End, through to Back End and deeper still into Infrastructure.

I have been lucky enough to gain experience working on a wide variety of projects ranging from jobs for large enterprise companies to smaller high-scale high-growth companies as well as fast paced early stage start-ups.

I have experience at hands-on technical leadership of product development, as well as the mentorship and training of other engineers, and find both of these an equally important aspect of my profession.

I am highly passionate about my work, strong in my professional opinions, and am highly driven to not only produce high-quality sustainable work, but to also positivily impact my community in all aspects ranging from technical expertise to diversity and inclusivity.

Primary Toolset

Full Stack Development

- ✿ Javascript (ES5 - ES8 ✱)
- ✿ Node.js, Express
- ✿ Java 8
- ✿ ReasonML & Bucklescript
- ✿ CSS, SASS & their ilk
- ✿ HTML, The DOM & Web APIs
- ✿ React, Preact & their ilk
- ✿ Redux, Backbone.js, Rxjs
- ✿ Babel AST Transformation & Plugin Authorship
- ✿ Performance Analysis and Optimisation

✱ I'm not going to say ES20XX, you can't make me! ;)

Testing & Quality

- ✿ TDD, The Testing Triangle
- ✿ Jest, Enzyme, Mocha & Chai, Sinon
- ✿ Selenium, jsdom
- ✿ Browserstack

Infrastructure

- ♥ Git
- ✿ Redis, Memcached, Varnish
- ✿ Travis, TeamCity CI, Jenkins
- ✿ AWS (I ♥ Lambda), Terraform

Work Experience

Unruly

SENIOR SOFTWARE DEVELOPER │ 2016 - 2019

Full stack development of the Unruly Ad Platform, consisting of a distributed Ad Exchange in *Java 8*, Single Page App in *React & Redux*, and Video Ad Formats in *Javascript*.

Leadership and mentorship of a 10 person development team and of the Product Development Diversity & Inclusivity group.

Owner of the company's Programmatic Demand strand, ensuring valuable prioritisation, research and implementation of deliverables in a lean, yet sustainable, manner.

Working in a XP environment (*Agile, Pair Programming*) I encourage self organisation and *mentorship* across technology stacks and through to product ownership.

Loveholidays

LEAD FRONT-END ARCHITECT │ 2014 - 2015

Managed a team of *Javascript* & *Python* developers working on the Loveholidays Web Application.

Led the top down rewrite of the entire website (*turning spaghetti into lasagne*), converting a code base of legacy JS into a modular architecture based on *Backbone.js* and ES6. Incrementally rearchitected different parts of the site while still providing a stable code base for continued functional development.

Prototyped features using React and extensive AB Testing.

Freelance

R&D AND CONSULTING | 2013

I designed and implemented *Front End* solutions consisting of application development using *Backbone.js*, workflow, build and test automation using *Grunt.js* and Back End layers and APIs using *PHP Flight* and *Node.js Express*.

Built a responsive marketing website for a mobile product including animated UX demonstrations using *Bootstrap* and both *JS animations* and *CSS3 transitions*.

Implemented data storage and caching solutions using *Redis* and *MongoDB* running on top of *AWS*.

During this time I provided services for several different companies, including ReallyGood, Conduit, Klarna and Cyhawk Ventures.

Pluralis

SENIOR FRONT END DEVELOPER | 2011-2012

As the first employee at an early stage startup (pre round A) I was responsible for designing and implementing the Front End architecture of our A/B testing product.

Using a base of *Backbone.js, Underscore, jQuery, Bootstrap, LESS* and pure *Javascript* components, I created a component for Multivariate testing which was injected into our customers' websites, an SDK for third-party developers, a web application for A/B test variant creation including an on-the-page WYSIWYG editor injected directly into third-party sites and the public facing website. Built several Javascript libraries, including a library for cross-build module management and a reverse CSS-selector engine for persistable DOM querying.

Supported development of a *Java Spring API* and administration of an environment built on top of *AWS*. Built infrastructure solutions using *MongoDB* and *CouchDB* for A/B test logging and analytics.

Metacafe

WEB ENGINEER | 2010-2011

Developed UI components using *PHP* and *Javascript* for the Metacafe portal and the site's semantic data layer in a high scale and high traffic web environment.

Designed, implemented and extended infrastructure packages using *PHP* for *Mediawiki, Semantic MW* and an in-house MVC web framework.

Integrated with *Sesame RDF*, *Memcached* and *Varnish* and tuned caching algorithms in *PHP* and *VCL* in a high scale environment (reaching several millions of request per day).

Developed *Gearman* workers in *PHP* to perform offline processes for semantic analysis of video content.

Military

ASP.NET LEAD & DEVELOPER | 2003 - 2009

Project Management, System Analysis and Oversight of a multimillion dollar *Microsoft.Net* application.

Hands-on development, management and technical leadership of two development teams (8 people in total) working on two N-Tier *ASP.Net Web Applications*. Wrote detailed design and developed UI and Services in *Javascript* and *C#*. Designed the data layer, integrated with and managed both *Oracle* and *SQLServer* databases.

Independently took department wide responsibility of UX and design.

Freelance

WEB DESIGNER | 2002 - 2003

Freelance graphic designer, servicing both private clients and companies such as HP's Indigo division.

Open Source Projects on Github.com/gmmorris

- </> bs-rewire : Bucklescript bindings for Rewire
- </> Meze : A Component Composition library for Declaratively Composable Operations
- </> Safeobj : Proxy based safe property access
- ✿ Simmer : Reverse CSS Selector Engine

In addition to releasing my own projects I have contributed over the years to several community Open Source projects such as *Babel, highlights.js, mootools* .

Education

Officer Candidate School

SOFTWARE DEVELOPMENT MANAGEMENT | 2006
Professional diploma

Military Officer's Training, Project and Software Development Management.

Mamram

SOFTWARE DEVELOPMENT | 2003
Professional diploma

Intensive 6 month course covering development and software design principles, actual work experience in a variety of development environments such as C, C++, ASP & Javascript, Java, Perl, SQL and PL-SQL and working environments such as Windows and Unix.

COMPUTER SCIENCE MAJOR | 2002
High School Diploma

Who Am I Really?

I grew up in Israel and spent the first decade of my adult life working as a software engineer for the IDF and several tech companies.

I am also an accomplished photographer, having exhibited in Israel and London, completed commercial jobs for clients in the Israeli entertainment industry and taken part in major art fairs.

I am a martial arts parctitioner and instructor, currently holding a *2nd Master* grade at Wing Tsun Kung Fu.

I am also an avid commentator on all things political and theological and was named one of Quora's Top Writers for 2014.

I live in order to create, which is, I believe, why I have found such warm homes in both the startup scene and the art scene.