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Profile

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

My primary focus throughout most of my career has been 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 positively impact my community in all aspects ranging from technical expertise to diversity and inclusivity.




Primary Toolset

Programming Skills






-  Node.js, Javascript (ES5 - ES9 *)
-  Java 8+
-  ReasonML & Bucklescript
-  CSS, SASS & their ilk
-  HTML, The DOM & Web APIs
-  React, Preact & their ilk
-  Redux, Rxjs
-  Babel AST Transformation & Plugin Authorship
-  Performance Analysis and Optimisation
-  Git
-  Functional programming, Reactive system design
-  AWS, Terraform & Immutable Infrastructure

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

Methodologies & Catalytic Skills

-  Extreme Programming, Scrum
-  Pair & Mob Programming
-  Mentorship & Collaboration

DevOps Practices & Quality

-  CICD, Travis, Jenkins
-  TDD, Automated Testing
-  Monitoring, Alerting & Structured Logging
-  Jest, Enzyme, Mocha & Chai and more
-  Selenium, jsdom, Browserstack

Work Experience

Unruly

SENIOR SOFTWARE DEVELOPER | 2016 - 2019

Full stack development of the Unruly Ad Platform using *Javascript & Java* on top of *AWS-based immutable infrastructure*.

Among other things this includes R&D of: Our Ad Exchange, a *multi-region distributed system* servicing thousands of requests a second. Our Supply Side Platform, a *Web Application* in *React & Redux*. A variety of Video Ad Formats and *client side solutions* in vanilla *Javascript*.

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

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

Working in an XP environment (*agile*, *Pair & Mob Programming*, *Collective Ownership*, & *Merciless Refactoring*), I have focused on *collaboration*, *self organisation* and *mentorship* across all aspects of product delivery and a variety of catalytic skills.

Unruly's first Nomad, providing roaming technical leadership across all development teams.

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.

Pluralis

SENIOR FRONT END DEVELOPER | 2011-2012

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

Using *Backbone.js*, *Underscore*, *jQuery*, *Bootstrap*, *LESS* and vanilla *Javascript*, I created a system for Multivariate A/B testing, an SDK for third-party developers and a web application for the management and execution of A/B testing competitions.

I built several Javascript libraries, including a library for cross-build module management and a reverse CSS-selector engine for persistable DOM querying.

I supported development of a backend system using *Java Spring* and *AWS*. Implemented storage solutions using *MongoDB* and *CouchDB*.

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*.

Technical design and development of Web Applications and Services in *Javascript* and *C#*.

Designed the data layer and integration with both the *Oracle 9i* and *SQLServer* databases.

Created and took ownership of a department wide position responsible for all UX and design work.

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.

Metacafe

WEB ENGINEER | 2010-2011

Development of a Web Application 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 MediaWiki* and an in-house MVC web framework.

Integrated the Metacafe Semantic data layer with the *Sesame RDF* database.

Implemented caching layers using *Memcached* and *Varnish*, and tuned caching and eviction strategies in *PHP* and *VCL* in a massive scale environment (measuring several millions of request per day).

Implemented asynchronous workers using *Gearman* in *PHP* to perform offline processing and semantic analysis of video content.

Freelance

WEB DESIGNER | 2002 - 2003

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

>– Jeff Goldblum (jg)

: A command-line JSON processor in Rust which searches for structures in JSON input and prints each matching object.

</> 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.