GIDI MEIR MORRIS

Software Developer & Engineering Manager

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Primary Toolset

Technical Skills

Node.js, Javascript ES5+

Java 8+

CSS, SASS & their ilk

HTML, The DOM & Web APIs

Rxjs, React, Preact & their ilk

Compile-time tooling for JS runtimes

Functional & Reactive programming

Reactive system design

AWS, Terraform & Immutable Infrastructure

Test Driven Development

Automated Testing (browser & black-box)

Methodologies & Catalytic Skills

Individuals and Interactions over Processes and Tools

Extreme Programming, Scrum

Pair & Mob Programming

Mentorship & Collaboration

DevOps Practices

CICD, Travis, Jenkins

Monitoring, Alerting & Structured Logging

Open Source Projects

on *github.com/gmmorris*

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* .

Profile

During my almost 20-year career in software development and engineering management, I have worked in a diverse and comprehensive array of technical and managerial roles spanning frontend, backend, and infrastructure. These roles have afforded me opportunities to lead at various levels and a variety of environments, from providing guidance and cohesive technical vision in high-scale, fast-pace start-ups, to ensuring consistent, sustainable, high-quality output within large enterprise companies. I am driven by a deep interest in agile practices, team dynamics, continuous improvement and mentorship which I hold as equally important to technical ability, in pursuit of successful product delivery. Alongside sustainably delivering high-quality work, I passionately believe in positively impacting my community in aspects ranging from technical achievement to diversity and inclusivity.

Work Experience

Elastic   Principal Software Engineer   2019 – 2021

Full stack engineering of Elastic's Alerting framework within the Kibana Platform.
Focused on incremental delivery of performance improvements and scaling of Kibana's TaskManager to better handle the growth in adoption of our new Alerting framework.

Unruly   Senior Software Developer   2016 – 2019

Engineering management of a 10+ person Extreme Programming development team providing mentorship and hands-on technical guidance.

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

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

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.

Stewardship of the Product Development *Diversity & Inclusivity* group.
Unruly's first Nomad, providing roaming technical leadership across all development teams.

Loveholidays   Lead Front-End Architect   2014 – 2015

Engineering management of a 7 person development team of *Javascript* & *Python* developers responsible for the Loveholidays Web Application, providing hands-on technical leadership and prioritisation.

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.

Education

Officer Candidate School (IDF)   2006

Software Development Management
Professional diploma

Intensive 6 month course qualification as a Military Officer, covering Leadership and Team Building, with a specialisation in Project Management and Software Development Processes.

Mamram (IDF)   2003

Software Development Bootcamp
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.

Kvutzat Yavne High School   2002

High School Diploma
Computer Science major

Who Am I Really?

I grew up in Israel where, after serving in the military for several years, I focused my efforts on finding my way into the Tel Aviv tech scene. 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.

Freelance   R&D and Consulting   2013

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 solely responsible for the design and implemention 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 execusion 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*.

Metacafe   Web Engineer   2011 – 2010

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 processessing and semantic analysis of video content.

Military   Application System Engineer   2009

Product Management, System Analysis and Oversight over the development of a multimillion dollar *Command & Control* system.

Military   Team Lead, Army Captain   2006 – 2008

Engineering management of two development teams (8 people in total) working on two *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.

Military   Software Developer   2005 – 2003

Developed an N-Tier ASP.Net web application as part of a four person team. Built both UI and BL components for data display and manipulation using Javascript and C# libraries. Created and took ownership of a department wide position responsible for all UX and design work.

Freelance   Web Designer   2002

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