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Profile

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

My specialisation over the past decade has been in Front End technology as a whole, but I have also acquired a solid background in Back End and Infrastructure technology.

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 quality work but also impact the community of which I'm a member in all aspects ranging from technical expertise to diversity and inclusivity.

Primary Toolset

Front End

- ⚙ Javascript (ES5 - ES8 *)
- ⚙ CSS, SASS & their ilk
- ⚙ HTML, The DOM & Web APIs
- ⚙ React, Preact & their ilk
- ⚙ Redux, Backbone.js, Rxjs
- ⚙ ReasonML & Bucklescript
- ⚙ Performance Analysis and Optimisation

Back End

- ⚙ Node.js, Express
- ⚙ Java 8

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

Testing, Dev Tools & Quality

- ⚙ Babel AST Transformation & Plugin Authorship
- ⚙ Jest, Enzyme, Mocha & Chai, AVA, Sinon
- ⚙ Selenium, jsdom
- ⚙ Browserstack

Infrastructure

- ❤ Git
- ⚙ Redis, Memcached, Varnish
- ⚙ Travis, TeamCity CI, Jenkins
- ⚙ AWS (I ❤ Lambda)

Work Experience

Unruly

SENIOR SOFTWARE DEVELOPER │ 2016 - 2018

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

Owner of the company's Programmatic Demand strand, in charge of making sure the strand is prioritized, researched and implemented in the best way possible.

As an engineer in an XP working environment (*Agile, Pair Programming*), I have been focused on collaboration and *mentorship* of all things relating to *Javascript*, *Front End* and *Functional Programming*.

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

</> Meze : A Component Composition library for Declaratively Composable Operations

</> Safeobj : Proxy based safe property access

⚙ Simmer : Reverse CSS Selector Engine

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 *1st Technitian* 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 for creating things, which is why I have found such warm homes in both the startup tech scene and the art scene.