

# Ethan Douglas Herr

FRONTEND SOFTWARE ENGINEER

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herrmedia.com

github.com/herrethan

- Summary of Skills:**
- 12+ years software engineering in JavaScript ecosystem, React+Typescript focused
  - Technical lead on small teams both across large companies and early-stage startups
  - React component library and design system development
  - Fullstack development with Node.js, Python, PHP
  - Animation, in both web and video motion graphics

- Technology:**
- |                |                   |                  |                         |
|----------------|-------------------|------------------|-------------------------|
| • React        | • Git             | • Node.js        | • SVG animations        |
| • Remix/NextJS | • VS Code/Cursor  | • PHP, WordPress | • Photoshop/Illustrator |
| • Typescript   | • Jest/Playwright | • Python, Flask  | • AfterEffects          |

## Experience:

2023 – present  
*UserHub*  
userhub.com

### **Founding Engineer**

Led 0-to-1 development of multiple SSR applications in React, React Router, and NextJS.

- Rich Admin Console for customer plans/pricing/team/connections management
- Embeddable customer portal for self-led billing/subscription/account management
- NextJS marketing site with Lottie-file animations, and auto-generated API markdown docs
- Extensive integration testing with vitest and end-to-end flows with Playwright
- Developed React Confetti Explosion ([www.npmjs.com/package/react-confetti-explosion](https://www.npmjs.com/package/react-confetti-explosion))

2021 – 2022  
*Altus Group*  
altusgroup.com

### **Staff Frontend Engineer**

Managed a 7-developer team in building an extensive company-wide shared component library.

- Managed agile scrum project sprints and led frontend guild team collaboration

2015 – 2022  
*Reonomy*  
reonomy.com

### **Senior Frontend Engineer**

Led UI development for CRE property search platform, growing from \$1 to \$20M ARR

- Delivered NYC-based property search platform, national search platform, and internal CRM
- Led team overhaul of Angular web application in React, improving performance, UX, and DX
- Architected marketing site lead optimization tooling in Python with WordPress API
- Designed custom map tools integrated with Mapbox and Google Maps

2013 – 2015  
*WeightWatchers*  
weightwatchers.com

### **Lead Web Developer**

Frontend lead working in Django and Angular JS.

- Accessibility testing and development, achieving WCAG AAA level compliance
- Led development of WeightWatchers mobile microsite ([weightwatchersinfo.com](https://weightwatchersinfo.com))
- HTML5 video integration, animations, and rich subscriber site interactivity

2006 – 2012  
*Sessions College*  
sessions.edu

### **Director of Multimedia**

Responsible for the School's multimedia strategy, created interactive learning interfaces for online courses in HTML/JS, designed animations, and produced video interviews of faculty and students.

2005 – present

### **Freelance musician, composer, and private piano instructor**

Active musician around the metropolitan area since 2005. Leader of all-original small group jazz performances. Winner of ASCAP jazz composers competition 2006 and 2007.

**Education:** MM in Jazz Composition - William Paterson University  
BA in Jazz Performance