KENNY SHEFTEL

Front End Developer

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📍 Los Angeles

EXPERIENCE

Senior Front End Developer

Genvid Entertainment

📅 04/2022 - 12/2024   📍 Los Angeles
🔗 genvidtech.com

Silent Hill: Ascension - 2x Webby Award - 2024 Emmy Award Emerging Media Programming

- Developed interactive Next.js + React.js Framer Motion gameplay components, including quick-time event systems and real-time audience participation UI.
- **Integrated GraphQL to hydrate the React game state from Unreal Engine**, efficiently synchronizing real-time data via **Redux Sagas** for a responsive and seamless player experience.
- **Built microservices with AWS Lambda, SQS, & API Gateway** to power live audience engagement features, such as voting and real-time interactions.
- **Implemented CI/CD pipelines and test-driven development (TDD)** to ensure scalable, high-quality code deployments.
- **Styled and optimized UI components using Tailwind CSS**, ensuring responsive and accessible front-end experiences.
- Contributed to major shipped titles: *Borderlands: Echovision, The Walking Dead: The Last Mile*.

Full Stack Engineer

Scoutside

📅 10/2020 - 02/2022   📍 Los Angeles California United States
🔗 scoutside.com

- Maintained and scaled a Ruby on Rails monolith powering high-volume **Shopify and Recharge integrations**, deployed on AWS EC2.
- Resolved API bottlenecks by implementing a round-robin request strategy, increasing **throughput from thousands to hundreds of thousands of orders** per hour under load.
- Integrated observability tools such as **AWS X-Ray and Sentry** to diagnose production latency issues, improve trace-level visibility, and optimize slow endpoints across Rails and external APIs.
- Architected a lerna monorepo **RabbitMQ-based order transformation** and routing system to streamline downstream fulfillment and print production.
- Participated in high-stakes client sales calls, led technical discovery sessions, and translated business requirements into scoped engineering deliverables.

Software Developer

Therabody

📅 02/2018 - 08/2020   📍 Los Angeles California United States
🔗 therabody.com

- Built **event-driven microservices** using **AWS Lambda**, **SQS**, and custom integrations to sync **NetSuite** with fulfillment providers like **FedEx** and **ShipStation**, reducing manual processing and improving shipment reliability.
- Developed a **monolithic Node.js, SQL, + Shopify system** with integrated **SMS messaging** to track and reward discount code redemptions from key brand partners.
- Served as the **primary technical liaison and mentor**, training internal stakeholders on **NetSuite** architecture and **Salesforce Commerce Cloud (SFCC)** workflows.
- Led Shopify development efforts, contributing to custom storefront features and integrations across the **Shopify Admin API**, **Shopify Plus**, and the **SFCC API** ecosystem.

SUMMARY

Front End Developer with a broad range — from modern front-end frameworks like React and Next.js (Redux Sagas to Zustand), to backend systems running on containerized AWS EC2, all the way down to low-level web graphics with WebGPU & Three.js.

FRONT-END SKILLS

ReactJS   Next.js   Typescript

Redux Sagas   Tailwind CSS

Three.js   React Three Fiber   Jest

Framer Motion   WebGPU   Zustand

BACK-END SKILLS

Node.js   GraphQL   AWS Lambda

S3   EC2   SQS   Fargate

CloudWatch   CloudFormation

Docker   Shopify API   MongoDB

RabbitMQ   PostgresSQL   Prisma

Redis

EDUCATION

Bachelor of Arts, International Relations

San Francisco State University

OPEN PROJECTS

WebGPU Explorations

- *webgpu-topo-map* Renders elevation data from TIFF files using WebGPU. Built from scratch with no graphics libraries.
- *deepscatter-webgpu*, Nomic AI's Deepscatter forked, adds a WebGPU rendering option alongside the existing WebGL implementation.