

Rafe Goldberg

Front End Engineer; UI/UX Designer

www.rgd2.co

- 7 years experience in front end development and visual design.
- Creative and critical approaches to problem solving.
- Effective communicator & team leader.

Skillsets

- Javascript (NodeJS) modules; APIs/async; Vue & React
- Visual Design typography; layout; branding; UI patterns; color theory
- HTML & CSS semantics; templating; CSS/SCSS; BEM, etc.
- Tooling Git; CI/CD; Webpack, Babel etc.
- Design Systems JS docs; living style guides; best-practices
- Maintenance performance optimization; refactoring strategies

Experience

1. **Dermstore** — *Director of Front End Development* 2016 - present

As a the director of front end development, I helped shape Dermstore's growing engineering team. On top of user-facing experiences, I built out a suite of tooling and automation workflows to minimize maintenance overhead and allow our team to focus on delivering consistent, stable, and engaging experiences at scale.

2. **DotBK** — *Front End Engineer* 2015

DotBk tapped me to bring their e-commerce site into line with their new visual identity. I worked with their backend developer and visual artists to design a responsive CSS pattern library, as well as a modular templating system they could maintain and grow with their business.

3. **Smooth Financial** — *CTO* 2013 - 2014

I joined Smooth while they were still in an accelerator program. We teamed up with a group of economists and data scientists to develop a predictive personal finance API and user-facing web app. As “employee zero” I learned a lot about how you bootstrap a business, grow a team, and what it takes to build a product from the ground up.

4. **Freelance...** (*Ramsay for LA, DotBK, LARRC, SQD, etc.*) 2010 - 2013

Internships

- **The New York Times** — *Interactive Information Graphics Dept* 2012

I had the opportunity to work alongside the Times' developers, journalists, and editors to create information-driven web experiences. This glimpse into how the paper of record creates their renowned interactive journalism changed how I think about digital design and front end as a medium of communication.

- **Milton Glaser Studio** — *Branding and visual design.* 2011

Education

- **Oberlin College** — *BA, political science* 2009 - 2013