

RICHARD BENJAMIN

Principal Front-End Engineer

Experience

Principal Software Engineer

Digital Trends

2022 – 2025

Owned front-end performance and user experience for a tech-news platform with 30M monthly active users; set technical strategy and mentored engineers.

- Lifted Core Web Vitals from "Needs Improvement" to top 10% among large media sites.
- Built a proprietary A/B testing framework that raised user engagement by 70%.

Dev Manager

Digital Trends

2019 – 2022

Led a cross-functional team that shipped a new content platform and next-gen ad tech while maintaining high performance.

- Delivered a modular content platform that cut new vertical launch time from four weeks to same-day.
- Hit 80% ad viewability compliance ahead of industry peers by utilizing a context-aware, user-timing strategy.
- Built an ad templating and deployment tool to automate creative roll-outs and reduce engineering effort.

Senior Web Developer

Digital Trends

2012 – 2019

Helped modernize the legacy WordPress stack into a modular, high-traffic publishing platform; pioneered successful monetization features.

- Completed a full WordPress re-architecture and rebrand that led to a 30% increase in session duration.
- Developed a Prebid/GPT wrapper to unlock new programmatic revenue and custom ad unit capabilities.

Web Developer

Freelance

2001 – 2011

Produced tailored sites and web apps for high-profile clients, and maintained long-term relationships for over a decade.

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About

A builder who likes to move fast, iterate, and optimize. I love engineering software that people want to use. Known for solving problems and driving growth, I enjoy being a positive force for teams creating remarkable software.

Achievements



Lifted Core Web Vitals into the top 10% of large-scale media sites, delivering industry-leading front-end performance.



Boosted ad viewability from 30% to 80% across 90M monthly impressions by implementing a context-aware strategy combining content proximity and user-timing signals.

Skills

TypeScript

React

Redux

CSS

Jest

Vite

Webpack

Docker

User Experience

Web Optimization

Accessibility

Technical SEO

A/B Testing

Ad Tech

Leadership