

ROBERT HENDERSON

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EXPERIENCE

Founder, Engineer | Umbrellx | Fort Collins, CO

February 2025 - Present

Building a social media app that is LGBT-focused based on the idea that the social media market is fragmented and there isn't a dedicated app that meets the needs of LGBTQIA+ people. The app is in pre-alpha testing on umbrellx.io.

- Developing using NextJS, React, and Typescript with a Supabase storage, auth, and PostgreSQL db, using Prisma for ORM and type safety and TailwindCSS for styling.
- Integrated MUX video for video uploads and streaming while focusing on performance and UX for fast uploads and instant playback.
- Focusing heavily on UX via performance utilizing prefetched routes and data as posts come into the user's viewport.
- Built and constantly enhancing a custom algorithm for serving posts in an aspect ratio grid for a unique experience.
- Designed the app, branding, and UX myself with Responsive styling, served as a PWA with a service worker for notifications before packaging as Apple and Android apps.

Senior Software Engineer L5 | Magic Eden | Remote

September 2023 - December 2024

Worked as a Frontend Software Engineer building the client-side application of Magic Eden, a digital asset (NFT) Marketplace.

Magic Eden is a large React/NextJS/TailwindCSS application with millions of visitors each month.

- Led and built the ability to mint and buy secondary market digital assets with a credit card
- Led a profile redesign which included selecting digital assets from multiple blockchains to showcase in one group
- Added a widget for users to use a credit/debit card to buy crypto on the Magic Eden app to top up their wallet
- Worked with UX Designers to create a crypto wallet with only your email address within the Magic Eden application, considering security, privacy, and UX
- Integrated social share images using Open Graph for Launchpad mints, secondary collections, and digital assets using dynamic data within the image like floor price, price, date, and supply
- Refined performance of repeated, complex grid cards on collection pages with infinite scrolling
- Triaged and fixed production bugs that were deployed at least 4 times per day, focusing on customer obsession

Senior Software Engineer | Metaplex Studios | Remote

July 2022 - July 2023

Built Creator Studio, a Solana 1st party application in a high-paced startup environment on top of various Metaplex protocols in the rapidly evolving Crypto sector. Creator Studio is a no-code solution for NFT creators to remove most of the friction of dropping art or an NFT collection on the Solana blockchain, namely hiring a developer.

- Coded the app using a React/Typescript/AWS/Amplify stack and Chakra UI for base components and styling
- Collaborated with UX Designers to ensure the implementation matches UX designs and expectations
- Designed and created GraphQL APIs through AWS Amplify for web2 database CRUD operations

Lead Software Engineer LMTS | Salesforce | San Francisco, CA

August 2018 - July 2022

Architected and led the technical implementation of an Employee Service Catalog Builder application built using web components that includes a custom drag and drop library, lifted state management, and asynchronously loaded data to meet experienced page time SLAs. The application is designed to be performant and completely accessible from the ground up.

- Actively worked with Architects to design our data model as the Frontend Lead
- Built Java services for the frontend components to fetch data
- Created unit and functional tests using the Jest framework, Java unit testing, and Selenium end to end tests
- Mentored and coached junior engineers through pair programming and code reviews

Prior to the Service Catalog Builder, I led a team building the Employee Services Search using a web component stack to build a custom search engine to present Salesforce records according to UX mocks.

- Contributed to UX, performance and security improvements for the global Salesforce CRM Search product
- Debugged and patched high-priority customer performance and security issues

EDUCATION

Art Institute of Charleston | Associate of Arts in Web Design & Interactive Media

Graduated 2011

College of Charleston | Bachelor of Science in Business Administration

Graduated 2009