

ROBERT HENDERSON

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EXPERIENCE

Founder, Engineer

February 2025 - Present

Umbrellx | Fort Collins, CO (Remote)

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

September 2023 - December 2024

Magic Eden | Remote

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

July 2022 - July 2023

Metaplex Studios | Remote

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
- Adhered to React best practices to ensure and improve client-side performance and rendering
- 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
- Utilized the Metaplex SDK for web3 interactions including NFT & Candy Machine creation, Candy Guards (freeze/thaw, etc), minting, and NFT data delegation (art reveal)
- Improved web3 UX through the use of a derived signer and combining transactions where possible

Lead Software Engineer LMTS

August 2018 - July 2022

Salesforce | San Francisco, CA

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
- Designed and built Lightning Web Components with Clean Code principles and modern coding patterns
- Built Java services for the frontend components to fetch data
- Used the Builder Design Pattern in both JavaScript and Java to make code more readable and testing easier

Lead Software Engineer LMTS | Salesforce (continued from previous page)

- Created unit and functional tests using the Jest framework, Java unit testing, and Selenium end to end tests
- Met with Product Managers to understand product requirements while researching and spiking on new features
- Collaborated with Product Managers and UX Designers to ensure mocks are focused on usability and performance
- 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.

- Focused on both technical and UX performance with frontend techniques like debounce and use of stencils
- Developed a custom state manager so results could be filtered and scoped

Contributed to UX, performance and security improvements for the global Salesforce CRM Search product that is used by millions of users every day.

- Debugged and patched high-priority customer performance and security issues
- Led a project to reveal result counts per entity in a left vertical navigation
- Triaged and fixed bugs and test failures

Lead Frontend Software Engineer

April 2015 - August 2018

Vlocity | San Francisco, CA

Developed industry-specific customizable cloud software on the Salesforce platform.

- Built scalable apps using AngularJS on the Salesforce Platform and contributed to internal build processes
- Lead development of a mobile app which included responsive web design, lazy loading, and filterable products
- Architected and built a client-side rules engine using AngularJS and tested with Jasmine

Product Highlights

- Vella: A consumer Insurance umbrella app that allows the user to add coverages, update/pay policies, and view live IoT usage data using Salesforce's IoT Cloud. The app was built using Ionic and works on both iOS and Android.
- Insurance Attribute Rule definition and evaluator: Insurance Admins could define rules on a specific attribute or attribute value in order to Hide, Set Value, or show a Message. These rule definitions then get parsed on the client-side as users move through a Quoting flow.
- Insurance Required Documents: Underwriters can add and review documents needed to complete the policy. Features: drag and drop interface with collapsable sections. Product Selection that works in many environments: Features included responsive web design, compare plans, view plan details, lazy loading, and filterable products

Senior UI Developer

July 2010 - March 2015

Blue Acorn | Charleston, SC

Implemented enterprise-scale responsive e-commerce projects using SASS, JavaScript, PHP, and XML from detailed Photoshop and Sketch files. Success was measured by conversion rate. If a client's conversion rate was low, I used tools like Optimizely and Google Analytics to test and improve the UI to increase conversion.

- Coded all implementations using a customized Grunt workflow
- Developed completely in organized SASS Partials and pre-compiled jQuery classes
- Architected and Developed client feature requests and fixed existing bugs
- Trained new frontend developers on Magento, SASS, JS, and PHP
- Helped Build official Magento modules for Optimizely.com & Convert.com

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