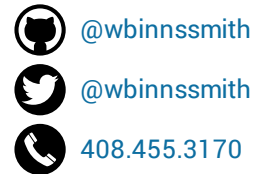


# Will Binns-Smith

Software Engineer and Web Developer  
[wbinnssmith.com](http://wbinnssmith.com)



## EXPERTISE

**Languages:** JavaScript, Ruby, PHP, Java, C, C++, CSS, SQL

**Frameworks and Libraries:** Node, Backbone.js, jQuery, Ruby on Rails

**Other Platforms and Systems:** MySQL, PostgreSQL, Chef, nginx, Linux systems (11+ years)

## EXPERIENCE

Bonobos, Inc. (Dec. 2012 — Present)

**Fullstack engineer** with a frontend passion. I began with Bonobos in our Palo Alto, California office and soon relocated to NYC to build our technology team from 2 engineers to a team of 20+.

- Developed all of the frontend build and infrastructure in node using Browserify & CommonJS modules for our next-generation platform. Our women's line, [AYR](#), and soon Bonobos, is a 100% JavaScript Backbone.js client to our ecommerce platform.
- Prior to my work on the new frontends, I developed much of the frontend shopping cart functionality on bonobos.com, which eliminated a full page load from the store and raised customer average order value by 8%.
- Worked one-on-one with designers to bring a desktop-viewport only website to one that's optimized for smaller, touch-based devices.

Mozes, Inc. (Sept. 2011 — Dec. 2012)

**Software engineer** for our mobile engagement and marketing platform.

- Built a JavaScript-rich web client for our scheduling system, from scratch, using backbone.js.
- Extended our previously SMS-centric mobile sweepstakes infrastructure to accommodate entries from the mobile web. This enabled our team to quickly deploy new scratch-and-win lottery contests.

ComplianceBridge Corp. (June 2010 — Sept. 2011)

**Software & Systems Engineer**

## SIDE PROJECTS & OPEN SOURCE

UC Davis Mobile Event Guide

- Developed an iOS application for the UC Davis Conferences and Events Services.
- Personally developed a content webservice using Rails. Wrote both the Objective-C API client and presentation logic for the mobile app.

## EDUCATION

UC Davis (2007 - 2011)

Computer Science, B.S.