Brendon Smith

Senior Software Engineer

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English

Professional summary

Senior Software Engineer with 10+ years of experience in diverse industries, including media, content, gaming, biomedical, and software. Demonstrated track record of engineering and developing user-friendly solutions such as streaming sites, FDA-approved digital therapeutics, online retail stores, and search engines: strong communication skills, creativity, and problem-solving abilities. A valuable member of every team I worked with, helping engineer high-impact projects used by millions.

Employment history

DEC, 2022

Senior Software Engineer, Freelance Consulting

Freelance consultant specializing in React and React Native, dedicated to driving late-stage projects to successful completion. Untangling complex applications, simplifying intricate components, and streamlining overall functionality.

- React storybook and design library development with MUI, ANT design
- React-Native applications iOS/Android
- TypeORM, SQLlite, PostgreSQL, Lambda, and Serverless development

Client: Rock Paper Reality
Worked collaboratively to develop compelling internet experiences for Rock Paper Reality and advertising boutique specializing in webAR experiences.

- Played a pivotal role in developing a groundbreaking holographic retail website for Microsoft.
- Created mind-blowing augmented reality experiences for customers using the powerful Unity 8th Wall AR Ad platform.
- Created AR/VR experiences with 8thWall API utilizing react-three-fiber.

- Collaborate with cross-functional teams to design, develop, and deliver innovative software solutions that exceed client expectations.

JAN, 2021 - DEC, 2022

OAKLAND, CALIFORNIA

Senior Software Engineer/Interim Front-End Team Lead, King

Developed and implemented a data-driven strategy to optimize the user experience and increase engagement on the loyalty platform and facilitated sales of boosters outside the App Store for Candy Crush and King games.

- Collaborate with product managers and designers to define and prioritize features and enhancements for the company's flagship product, ensuring alignment with business goals and user needs.

- Collaborate with stakeholders to identify and prioritize key business metrics to be tracked and reported on for the loyalty platform, providing insights and recommendations for improvement.

- Led a team of software engineers in developing new features and enhancements for the company's flagship product, ensuring high-quality and timely delivery. Design and implement scalable and efficient software solutions that meet the needs of our users and business goals.

- Conduct code reviews and provide constructive feedback to junior engineers to improve code quality and ensure best practices are followed.
- Created node express microservices.

Employment history

APR, 2020 – OCT, 2020

OAKLAND, CALIFORNIA

Senior Software Engineer, Dado

Project Dado is a small startup that worked on creating a search engine for contractors to utilize in the field.

- Utilizing TypeScript, React, ElasticSearch, and GraphQL to build a search engine utilized by contractors. To display project plans and records in the field.
- Implemented cognito user authentication for our users.
- Implemented initial tracking utilizing both Mixpanel and Google Tag Manager.
- Built out custom components utilizing Ant design. Displayed and documented all components with Storybook.

APR, 2019 – APR, 2020

OAKLAND, CALIFORNIA

Frontend Engineer, Dictionary

At Dictionary.com, we enable and inspire connection, communication, learning, creativity, and expression for over 70M people each month.

- Working with passionate engineers in an Agile environment. Utilizing a MERN stack (MongoDB, Express, React, and Node).
- Working with product, analytics, and advertising to improve KPIs (key performance indicators).
- Upgraded emotionJS (styled-components) implementations on all application instances.
- Created many reusable components with unit tests, cucumber tests, end-to-end tests, and storybook integration. These tools are utilized on thesaurus.com and dictionary.com on both mobile and mobile clients.
- Utilized server-side rendering, AWS, docker, Kubernetes, GitLab-ci, and fastly.

SEP, 2016 – APR, 2019

SAN FRANCISCO, CALIFORNIA

Senior Software Engineer, Akili Interactive

At Akili Interactive Labs, we are pioneers in developing cognitive therapeutic products our standout achievement is Endeavour, the first and only FDA-approved product of its kind. As a cohesive team, our mission is to enhance our clients' quality of life and overall well-being.

- In a startup environment, we created HIPAA-compliant dashboards and native applications for patients and healthcare professionals.
- Delivered multiple iOS and Android apps using React-Native, incorporating Redux and Sagas for efficient data management.
- Data visualizations were brought to life with the powerful D3-based Victory Charts library.
- To enhance internal operations, we developed various tools utilizing React, Angular, D3, PubNub, and Auth0. These tools serve the purpose of real-time dashboard display and seamless updates.
- End-to-end using Jeast and Detox were skillfully page object model patterns implemented.
- Utilized Auth0 to manage JWT tokens and react-native onboarding

Employment history

Senior Software Engineer (Full-Stack), CBSInteractive

Worked on CBS All Access, Big Brother Live Feeds, with my primary focus being mobile web.

- Worked with design and product development to constantly improve our product by building richer and more engaging experiences.
- Created AB tests utilizing Optimizely to help identify how we can improve our product based on data. This improved our signup flow and led to 5% gain of signups.
- Worked with analytics and advertising operations to improve our advertising positioning and targeting.
- Assisted others in their projects by creating documentation and working with them to create new mobile, web, and desktop features.
- Built Yeoman scaffolds to help automate repetitive tasks when possible. Built Gulp scripts to help make an easier and more seamless build process.
- Developed and Maintained highly scalable PHP modules. These modules are used in infinite load, Advertising, Tracking, etc.
- Created ES6 JavaScript, HTML5, and SASS-based components that are maintainable, extendable, easy for others to use, and documented.
- Utilized the Facebook SDK to help build out new social experiences.
- Explored new technologies like AngularJS, React, WebGL, and Cardboard by creating prototypes.

Front-End Engineer , CBSInteractive

Worked on CBS.com and Big Brother Live Feeds, brought the development of the mobile web of CBS.com in house and developed one of CBSi first mobile web sites.

- Engineered solutions for CBS Interactive utilizing a PHP custom MVC and developed numerous modules that interact with Drupal and SOLR.
- Created a mobile website for CBS.com our team was able to replace an expensive proprietary system with a custom solution we built in-house.
- Created numerous micro-sites within CBS.com for various events
- Helped create Big Brother Live Feeds. This is an online streaming service users subscribe to in which they can watch Big Brother Live Feeds 24 hours, chat with other users, and influence the show by voting.
- Assisted in developing CBS All Access subscription and streaming services

Senior Interactive Developer, BaileyLauerman

Senior Interactive Developer at BaileyLauerman

We are a full-service advertising agency. We created web experiences that are easy to use, modular, robust, and tailor-made for our customers.

- Engineered our online solutions in an end-to-end manner. Created a CMS with a relational database and implemented a SPA architecture utilizing jQuery and Backbone MVC.
- I also created Facebook Canvas and Connect applications.
- Develop and maintain responsive web applications using HTML5, CSS3, and JavaScript frameworks. Ensure that the web applications are easy to use, modular, robust, and tailored to the needs of our clients.

Employment history

MAR, 2010 – JUL, 2011

OMAHA, NE

Rich Internet Developer, Hayneedle

Hayneedle is now owned by Walmart.com. Worked as a full-stack developer. Creating mobile websites and updated checkout flows.

- Developed Hayneedle Inc.'s first mobile website for the Foundary. This application is one of the only fully functional retail sales applications that I know of using Sencha Touch. This application is a single page application (SPA) utilizing.
- Developing reusable interactive controls with JavaScript, ActionScript, CSS and working with ColdFusion and SQL. Working with User Experience Architects.
- Develop visually appealing and user-friendly web applications using the latest front-end technologies to enhance the user experience for Hayneedle customers.

JAN, 2007 – MAR, 2010

OMAHA, NE

Developer / Software Engineer, infoGroup / DataAxel

Salesgenie.com is a dedicated, intelligent lead-generation tool. This tool is infoGroup's flagship product that generates between 40 and 100 million annually for Infogroup.

- Helped work on UI updates and features utilizing ASP.NET, C#, utilizing the MVC pattern.
- I also helped create a new CRM for Infogroup.
- Design and develop scalable software solutions that meet the needs of the company's data management systems, ensuring data accuracy and reliability.
- Develop and implement new features and enhancements for the Salesgenie.com platform to improve user experience and increase sales revenue.

OCT, 2003 – JAN, 2007

Web Developer, College of Saint Mary

Managed all college internet sites and created the first College of Saint Mary Intranet.
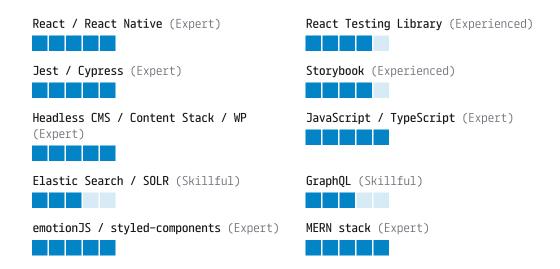
- Maintained all campus external and internal websites
- Created a CD-ROM for enrollment
- Managed CSM Flames Athletic site
- Created a campus map online complete with 360 panoramic views
- Created promotional material for the including CD-ROM for enrollment, and screensavers

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Education

AUG, 1995 – DEC, 2000

OMAHA, NE

Bachelors Degree in Studio Art, Creighton University

Skills

React / React Native (Expert)
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React Testing Library (Experienced)
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Jest / Cypress (Expert)
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Storybook (Experienced)
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Headless CMS / Content Stack / WP (Expert)
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JavaScript / TypeScript (Expert)
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Elastic Search / SOLR (Skillful)
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GraphQL (Skillful)
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emotionJS / styled-components (Expert)
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MERN stack (Expert)
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Skills

Design - MUI - ANT (Expert)

AWS / Azure / GCP (Skillful)

Docker (Skillful)

CI / GitLab / Jenkins (Skillful)

D3 (Skillful)

Auth0 (Expert)

Unity3D (Skillful)

C# (Skillful)

PHP (Experienced)

threeJS / BabylonJS / 8thWall (Expert)

Scrum Master (Experienced)

HTML5 / CSS3 (Expert)

Links

[Twitter](#)

[GitHub](#)

[LinkedIn](#)

[Upwork](#)

[Portfolio](#)

Awards

Eagle Scout