

# Brandon Hall

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## QUALIFICATIONS SUMMARY

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- Senior front end engineer whose focus is UX, architecture, and shipping well-tested products.
- Proven leader and manager with a diverse background and several years of experience.
- Puts users first, possesses strong work ethic, pays attention to details, and enjoys solving hard problems.

## WORK EXPERIENCE

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### EveryoneSocial

*Senior Front End Developer*

**Salt Lake City, UT**

*May 2018 – present*

- Leading long-term, major project to rebuild front end apps using TypeScript and React.
- Interacting with a GraphQL API hosted on AWS AppSync. Apollo Client is used for transport.

### Kissmetrics

*Software Engineer (Front End)*

**San Francisco, CA**

*May 2016 – May 2018*

- Lead engineer on cornerstone “Campaigns” feature which includes a rich-text, drag-and-drop editor built using React and DraftJS. Campaigns also contains an HTML Editor built on top of Ace. The various campaign and message reports are displayed using Recharts which is built on top of D3.
- Architected and built Alliiop product using React, Mobx, Material-UI, Babel 7, and Webpack 4. Tests are written using Jest. Dropped initial payload from 4.5MB to 1.2MB (340K gzip) with aggressive code-splitting and tree-shaking.
- Built “Activity Report” feature which allows customers to explore multiple levels of customer segmentation.
- Rebuilt “Funnel Report” using React and component-based CSS which allows users to visualize sales funnels.
- Migrated Acceptance Tests from Capybara to a Node.js app running Codecept.js.

### EveryoneSocial

*Front End Architect*

**Salt Lake City, UT**

*May 2013 – May 2016*

- Architected and built the entirety of EveryoneSocial’s admin and user facing web apps.
- Both apps were powered by Backbone, jQuery, Bootstrap, SCSS, and Handlebars. Tests were written with Jasmine.
- Continual improvements to UX and feature iterations with the product team boosted user engagement.
- Features included: user and content tagging, file uploads, permission based content management, and masonry layouts.
- Built HubSpot driven sales site which helped us grow, albeit in a small part, from one enterprise customer to fifty.
- Delivered cross-platform mobile apps using Cordova.

### Clipboard (acquired by Salesforce)

*Software Developer*

**Seattle, WA**

*Jan 2012 – Apr 2013*

- Built HTML5 Mobile Web app using Backbone and jQuery Mobile for Clipboard’s 140K users.
- Constructed “Find Friends” UI and backend Node.js connections to Facebook, Twitter, LinkedIn, and Gmail.
- Built Facebook Open Graph application with permission management for seamless social sharing.
- Added file upload feature (multiple queued uploads and drag and drop) using a forked version of jQuery File Upload.

### TriForce Marketing

*Technical Team Lead*

**Richmond, IN**

*Jan 2009 – Jan 2012*

- Built CurationSoft (desktop software) using ActionScript which was distributed via Adobe Air.
- Transformed Blog Success from a one-page membership site into a social community with Drupal.
- Integral part of growing company from \$350K to over \$1M in revenue. Modest exit in 2012.
- Managed numerous software and website development projects across the company.
- Designed and implemented sales funnels, marketing systems, and follow-up sequences.

### TriForce Marketing

*Affiliate Manager*

**Richmond, IN**

*Apr 2006 – Dec 2008*

- Formed dozens of new relationships with email list owners, and trained hundreds of affiliates in a group setting.
- Grew affiliate base by 200% while raising affiliate engagement by 50%.

## ENDORSEMENTS

- “Brandon worked with our team for a bit over three years first as a contractor, later transitioning to full time. In short, Brandon is both a strong developer and a fantastic team member, especially for distributed organizations like ours. His productivity, self-direction, communication, professionalism, and downright great attitude continue to serve as a model for us and our future hires. Any org (especially a startup) would be fortunate to have him as a member of their team.” – Cameron Brain, CEO @ EveryoneSocial
- “From our 1st ever enterprise client, to our 50th, Brandon was a critical component to our company's success. Entirely managing our front-end, he helped lead the way to what became the most intuitive platform in our market. Brandon displayed an unmatched level of fortitude and endurance, and our platform still benefits from his hard work.” – Mike Madlang, VP Product Management @ EveryoneSocial
- “Brandon has been a fantastic remote extension to our team. He built several of our social media / email connectors with very little interaction from us. He then became familiar with our code base and integrated the new solution. We were so happy with the results, that we retained him to build our HTML5 mobile site. He did every aspect of it, including some design work, and we were very pleased with the results. He is easy to work with, has a great work ethic, and is someone with whom I would be delighted to work with again.” - Gary Flake, CTO of Search @ Salesforce
- “As well as having strong technical abilities, Brandon also showed a really good eye for design, with the clipboard.com mobile site being a good example of his attention to design detail. I would highly recommend Brandon to anyone in need of a solid developer.” - Mark Dawson, Lead Member of Technical Staff @ Salesforce
- “I hired Brandon as a user interface engineer specializing in browser technologies including JavaScript, Backbone.js, Require.js, along with numerous other supporting libraries. Brandon exhibited expert characteristics by completing assignments on-time and within budget. In addition, and possibly most importantly, Brandon has a technical aptitude that enables him to self-learn new technologies quickly (and eagerly). He is very easy to work with and very honest. Overall, working with Brandon was a very positive experience and I would hire him again without hesitation.” – Gerry Kaplan, Founder/CEO @ ImpairMaster

## EDUCATION

### PELLISSIPPI STATE

*Completed coursework towards Management & Computer Science*

**Knoxville, TN**

## KEY SKILLS

- **Leader** - Actively coaches, teaches, and trains fellow team members. Moreover, continually communicates the vision of a product or project so fellow team members always understand the underlying motivations.
- **Communicator** - Comfortable working and communicating with diverse groups of people situated throughout the world. Actively tries to embrace cultural contrasts so all involved are content and comfortable.
- **Manager** - Managed large-scale software and web development projects through numerous versions over a span of several years. Possesses experience with budgeting and hiring as well as hands-on management.
- **Self-Starter** - Worked on distributed teams with no in-house supervision for several years. Proven self-motivator that understands the importance of managing autonomy while producing exceptional results.

## LANGUAGES

- JavaScript (ES5 & ES6)
- TypeScript
- HTML
- CSS (SASS, SCSS, & JSS)
- JSX
- Ruby

## FRAMEWORKS & LIBRARIES

- React
- Redux
- Mobx
- Babel
- Webpack
- Node.js
- Rails
- Jest
- Mocha
- Jasmine
- jQuery
- Backbone
- Meteor
- Material UI
- Bootstrap