

Brandon Hall

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QUALIFICATIONS SUMMARY

- Engineering leader with deep experience working on complex, enterprise grade B2B2C products.
- 12 years of experience in forward-thinking frontend development.
- Passionate about UX.
- Possesses strong work ethic, pays attention to details, and enjoys solving hard problems.
- Always using the best tool for the job instead of trying to reinvent the wheel.

WORK EXPERIENCE

EveryoneSocial

Director of Engineering (Frontend)

Salt Lake City, UT

July 2021 – present

- Leading frontend engineering and QA for tens of thousands of daily active users. Managing a team of frontend and QA engineers with a constant focus on delivering product, mentoring, and expanding test coverage.
- Working closely with the product team and executives to define scope and allocate resources for our cycles (see The Shape Up Method). Consistent retros and 1-on-1s with direct reports and related staff to improve our process and learn from our mistakes. We focus on delivery in our cycles to ensure we're always delivering.
- Responsible for ensuring our NowSecure security report is nearly flawless while addressing critical/high dependency vulnerabilities as soon as possible via proactive security monitoring. I also monitor our core web vitals to look for anomalies while ensuring performance remains consistent.

EveryoneSocial

Lead Frontend Developer

Salt Lake City, UT

June 2018 – July 2021

- After returning to EveryoneSocial, I architected and rebuilt the entirety of our web application using TypeScript, React, Apollo, and Webpack. We used Material UI as the UI framework and eventually migrated from Apollo to React Query to interact with the GraphQL API hosted on AWS AppSync. Additionally, we rolled out Cypress for frontend integration tests which we eventually scrapped for Robot and Selenium.
- Delivered dozens of features including feeds, posting, sharing, admin analytics, and many more. Worked closely with the CEO, design lead, and the backend team to define scope and ship features using Jira and CircleCI.
- Designed the frontend technical test on HackerRank which I used to screen, interview, and hire several engineers.
- Oversaw and contributed to development of our React Native app and delivered feature parity in several areas.

Kissmetrics

Software Engineer (Frontend)

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 Alliioop 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

Senior Frontend Developer

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)

Seattle, WA

Software Developer

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.

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

Knoxville, TN

Completed coursework towards Management & Computer Science

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
- Some Ruby and Python