

# Tim Farley

SOFTWARE ENGINEER  
with leadership experience

Interested in Remote work

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## SUMMARY

I'm a seasoned, front-end-focused, full-stack software engineer with experience in technical leadership and people management. I love building new features, designing and evolving systems, and cultivating processes and culture that make teams productive and happy. I've been working remotely for over a decade.

## SKILLS

⦿ **FRONT-END:** React, Redux, CSS/JS, Headless CMS, TypeScript, React Native

⦿ **BACK-END:** Node.js, PostgreSQL, Distributed/Microservice architecture

⦿ **LEADERSHIP:** Engineering Management, Architectural/Technical Leadership

⦿ Traditional standards-compliant front-end development in HTML5, CSS3, and JavaScript utilizing responsive web design practices

⦿ Familiarity with Next.js, Astro, GraphQL, Graph databases, Python, Java

⦿ Custom WordPress theme development (PHP, MySQL)

⦿ Digital Video Editing and Compression

## EXPERIENCE

### Software Engineer, Imperfect Foods (acquired by Misfits Market, November 2022)

Remote, based in Mechanicsburg, PA — September, 2021 - present

#### Accomplishments

- Founding member of Architectural Advisory Board and Technical Review Pod
- Developed a Design-System-driven headless CMS integration; allowing for code-free publishing of brand-friendly growth landing pages
- Developed and released native mobile app features (iOS & Android, via React Native)

### Engineering Manager, Imperfect Foods

Remote, based in Colorado & Pennsylvania — January, 2020 - September, 2021

#### Accomplishments

- Hypergrowth of company and engineering organization during pandemic
- Managed the launch of a new homepage; leading to +13% conversion, + 2% activation, and ~5% increase in gross revenues for the company
- Managed the launch of an improved signup experience; leading to +22% activation and +19% increase in revenue for first-time customers
- Managed the implementation of a branded Design System and Pattern Library
- Managed the migration of website and node microservices from JavaScript to TypeScript
- Accessibility audit and improvements

### Founding Software Engineer, Imperfect Foods

Remote, based in Colorado — January, 2018 - January, 2020

#### Accomplishments

- 1 of 5 founding engineers; migrated the company onto homegrown software
- Helped establish team culture, processes, and technical direction
- Primary contributor to customer-facing marketing and ecommerce website (React, redux)
- Primary contributor to internal-facing admin applications
- Consistent contributor to NodeJS based microservice backends

## Senior Front End Developer, Door to Door Organics

Remote, based in Louisville, CO — April, 2014 - November, 2017

### Accomplishments

- Introduced React in early 2015 and have been shipping to production since; ~1 million unique monthly pageviews
- Integrated redux and redux-saga for client-side data manipulation and direct communication with RESTful API endpoints across our suite of six microservices
- Developed PostgreSQL-backed API endpoints in Node.js/Express; fulfilling around 20,000 orders weekly
- Built native mobile apps with React Native, reusing ~70% of our codebase across web, iOS, and Android
- Helped sunset a monolith Java application in favor of a suite of more agile microservices
- Assisted in transition from waterfall releases (once every 2+ weeks) to an agile cycle of multiple times per day

## Freelance Web Developer, <http://timfarley.com>

Location Independent — September, 2010 - April, 2014

Custom-crafted WordPress mobile-first responsive websites and applications for a number of small- and medium-sized businesses, utilizing PHP, HTML5, CSS, and JavaScript.

## Web Developer, Icon Advertising

Auckland, New Zealand — July, 2010 - September, 2010

### Accomplishments

- Created email newsletter templates for GO Rentals (<http://www.gorentals.co.nz>), a car rental company, which are sent monthly to 30,000+ subscribers
- Developed mini-sites for promoting season membership for the Vodafone Warriors (<http://seasonmembers.warriors.co.nz>), New Zealand's only NRL rugby team

## Front-end Web Developer, Interface Media Group

Washington, D.C. — Aug 2007–Sept 2009

I was the front-end guy on a small dev team at IMG. We worked primarily in ASP.NET, but also with static HTML/CSS, JavaScript, and Flash. Because of my background in video editing, I also helped author DVDs. Notable clients included: US Dept of Homeland Security, WWF, Peace Corps, and PBS

### Accomplishments

- Created, from scratch, a customized content management system for an emergency readiness exercise for the Dept of Homeland Security and FEMA
- Created an interactive photo slideshow for WWF's second-annual [Earth Hour](#)
- Coded a series of customized, RSS-based news widgets in Flash for the Middle East Media Research Institute

## EDUCATION

### James Madison University – Harrisonburg, Virginia

B.A. Media Arts and Design — 2003 - 2007

Graduated with Distinction from the Honors Program.  
Dual concentrations in Digital Video Editing and  
Interactive Web Media.

## ADDITIONAL SKILLS

- Fluent in Spanish
- Mediocre Homebrewer – ask me about my [RaspberryPi](#) project!