

# Tim Farley

SOFTWARE ENGINEER  
with leadership experience

Interested in Remote work

Mobile: (720) 840-2358

me@timfarley.com

<http://timfarley.com>

<https://github.com/farleyta>

## 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, CSS/JS, GraphQL, Headless CMS, TypeScript, React Native
  - ⦿ **BACK-END:** Node.js, PostgreSQL, Auth, AWS, Distributed/Microservice architecture
  - ⦿ **LEADERSHIP:** Engineering Management, Architectural & Technical Leadership
- 
- ⦿ Accessible standards-compliant front-end development in HTML5, CSS3, and JavaScript utilizing responsive web design practices
  - ⦿ Familiarity with Next.js, Data pipelines (dbt, Snowflake), Graph databases, Python, Java
  - ⦿ Design system & component libraries
  - ⦿ Custom WordPress theme development (PHP, MySQL)
  - ⦿ Digital Video Editing and Compression

## EXPERIENCE

### Senior Full-Stack Software Engineer, [The Rounds](#)

Remote/Hybrid — Philadelphia and NYC — August, 2023 - Present

- Member-facing improvements to search, discoverability, personalization, product tagging, and UI/accessibility
- Enabled iOS push notification campaigns via React Native, Iterable, and Firebase
- Automated Marketplace vendor partner payment transfers via Stripe Connect API

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

Remote — San Francisco and Philadelphia — September, 2021 - August, 2023

- 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 — San Francisco — January, 2020 - September, 2021

- 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; Accessibility audit/improvements
- Managed the migration of website and node microservices from JavaScript to TypeScript

### Founding Software Engineer, [Imperfect Foods](#)

Remote — San Francisco — January, 2018 - January, 2020

- 1 of 5 founding engineers; migrated the company onto custom-built software (React, node microservices)
- 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 — Boulder, Colorado — April, 2014 - November, 2017

- 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

- 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

- 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
- Pre-pandemic sourdough aficionado!
- Mediocre Homebrewer – ask me about my [RaspberryPi](#) project!