Christopher Fetherston

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WORK EXPERIENCE

Tumblr, Inc. - Director of Product Engineering
September 2019 to Present • New York, NY • tumblr.com

Microblogging service and social network with over 270M blogs, 550M monthly visitors and one of the top 50 most visited platforms in the world.

• Responsible for the Community and Retention and Product Web engineering teams

• Maintained a low attrition rate on two teams during two acquisitions, two office moves, and a transition to remote work by focusing on goals and clear key results

• Managed staffing, roadmap, estimation, and execution of numerous cross-collaborative efforts such as Group Chat, modernizing Tumblr's web client, and the new hub for communities on Tumblr across 3 client platforms

• Executed on the planning, design, cross-team collaboration, testing, and launch of a hot-linked media landing page resulting in a 12% increase of web registrations and 30% increase in native app installs

Tumblr, Inc. - Senior Engineering Manager
April 2017 to September 2019 • New York, NY • tumblr.com

• Grew the Community and Retention team by 70%, mentoring and promoting 3 of my direct reports into new positions

• Lead the engineering vision, coordination, timeline estimation, roadmap, and delivery of Group Chat on Tumblr

• Architected, coordinated, staffed, and deployed Tumblr's first web sockets service and infrastructure at massive scale

• Grew Messaging DAUs by 15% and overall new conversations by 13%

Tumblr, Inc. - Engineering Manager
October 2015 to April 2017 • New York, NY • tumblr.com

• Lead a team of software engineers building features on web, Android and iOS seen by millions of users daily

• Increased productivity through structured sprint planning, retrospective, architecture planning, conversational 1-on-1s and encouraging collaboration amongst team members

• Built Tumblr's first pre-onboarding experience on Android and iOS educating new users and increasing retention

• Increased blog subscriptions 35% by implementing creative CTAs and optimizing mobile push notifications leading to higher retention and increased daily active users

• Delivered the Year in Review on 3 platforms highlighting Tumblr's best content and increasing engagement

Tumblr, Inc. - Product Engineer
September 2014 to October 2015 • New York, NY • tumblr.com

• Lead contributor of multiple features on the Dashboard Team on web and iOS

• Re-architected a large dashboard feature with an emphasis on performance and user experience growing feature usage by 13%,

• Spoke at Asbury Agile Conference and multiple internal events about client performance, monitoring, and practices at Tumblr

• Prolifically A/B tested variations of all implemented features and analyzed performance using HiveQL to determine impact

• Developed blog carousel recommendation feature on iOS that boosted dashboard follows by 10%

• Major contributor while building tumblr.com/explore showcasing the best of Tumblr and increasing content discovery

• Reduced technical debt of the web code base by refactoring components using client MVC patterns and removing over 200K lines of code

CAIS Group - SVP of Technology
July 2013 to September 2014 • New York, NY • caisgroup.com

Financial technology start-up building an end-to-end solution for wealth management professionals. CAIS provides an online portfolio for the modern wealth manager.

• Lead the front end development of the technology platform

• Managed sprint construction and reporting using JIRA

• Migrated the technology team to Git and implemented a rich feature-development based workflow resulting in easier deployment and faster response time to business needs

• Advised and advocated team of RESTful API best practices and integration between client and server

• Engineered frontend stack and build process using Backbone.js, LESS, Node and Grunt

• Coordinated with marketing team to design, architect and build a scalable Wordpress marketing site solution that increased sales leads by 20%

RealDirect - Designer & Front End Developer
November 2010 to July 2013 • New York, NY • realdirect.com

A tech startup building an advanced, online property search and listing management platform for New York City home buyers and sellers. RealDirect was eventually acquired by Zillow in 2019.

- Designed and developed a next-generation real estate search application that was featured in TechCrunch and claimed partial NYC real estate market share in 18 months

- Developed single page web applications using Backbone.js, RequireJS and modular Javascript practices

- Coordinated, planned and developed an online floorplan editor using Raphaël JS, HTML5, JSTS Geometry Library, and Javascript to its fullest extent

- Created robust, scalable and reusable UI component library using LESS to facilitate rapid feature prototyping

- Analyzed and oversaw the needs of user-base, planned, designed and implemented features to improve user experience

- Worked closely with marketing to create innovative multi-platform campaigns using social media APIs, web and print

- Worked cross-functionally with marketing, engineering and CEO on strategic corporate rebranding, responsible for creating and ensuring consistent application of brand standards

Wireless Telecom Group Inc. - Graphic Designer
May 2006 to November 2010 • Parsippany, NJ • wtcom.com

A global manufacturer of test equipment and components for wireless and RF communications infrastructure with 3 established brands.

- Organized the redesign of corporate website while working closely with marketing manager, developed mockups and templates in HTML/CSS then facilitated work with backend contractors to integrate SiteCore CMS

- Designed product line brochures, direct mail pieces, data sheets, web graphics, emails and exhibit booth graphics then facilitated their production with printers and vendors

- Content strategy, planning, editing and execution of online media including webinars, screencasts and online training events

The Perfect Impression - Graphic Design Intern
March 2006 to October 2006 • Morris Plains, NJ

A small full-service design agency catering to the pharmaceutical industry providing web, print and product design services.

- Designed and prototyped 3D promotional products using ABS rapid prototyping machines and CAD software

- Created and produced TPI Design print promotional materials

OPEN SOURCE

NPM Parrot Mini-Drone
github.com/fetherston/npm-parrot-minidrone
Fly drones with Javascript

Prey - github.com/fetherston/prey
Particle swarm in Javascript

RELEVANT KNOWLEDGE

High Level Knowledge
- HTML5, CSS3, Javascript, Node, PHP

- Objective C, Swift, Xcode

- ES6, React, Redux, component CSS, Webpack, Gulp, Grunt

- LAMP Environment, Google Maps, Facebook API, Twitter API, Wordpress

- Git, Subversion, JIRA, Agile development

- Hive, HiveQL, Hadoop, Druid

- Adobe Creative Suite, vector illustration, extensive photo retouching experience

- Strong understanding, experience, and passion for Graphic Design, typography, and user experience

Working Level Knowledge
- AngularJS, Meteor

- Python, Java, MySQL, Django, Google Cloud, Amazon AWS

- Android development, Kotlin, Java

EDUCATIONAL BACKGROUND

- BFA specializing in Graphic Design, Montclair State University, May 2007