

## WORK EXPERIENCE

### **Tumblr, Inc. - Senior Engineering Manager**

*April 2017 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 sites in the world.

- Grew the team 70%, mentoring and promoting 3 of my directs into new positions
- Delivered on the planning and execution of the Community and Retention KPI roadmap
- Grew Messaging DAUs by 15% and overall new conversations by 13%
- Lead the engineering vision and pushed the team to deliver the first Tumblr feature utilizing a real time data service

### **Tumblr, Inc. - Engineering Manager**

*October 2015 to April 2017 • New York, NY • tumblr.com*

- Lead a team of full stack developers building features on web, Android and iOS seen by millions of users
- Increased productivity through structured sprint planning, retrospectives, 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
- Executed a platform agnostic Year in Review feature 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 80K lines of code

### **CAIS Group - SVP of Technology**

*July 2013 to September 2014 • New York, NY • caisgroup.com*

A 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](http://realdirect.com)

A tech startup building an advanced, online property search and listing management platform for New York City home buyers and sellers. As a data driven brokerage, RealDirect aims to revolutionize the real estate industry.

- 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](http://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](https://github.com/fetherston/npm-parrot-minidrone)

Fly drones with Javascript

### Prey - [github.com/fetherston/prey](https://github.com/fetherston/prey)

Particle swarm in Javascript

## RELEVANT KNOWLEDGE

### High Level Knowledge

- Git, Subversion, JIRA, Agile development
- HTML5, CSS3, Javascript, Node, PHP
- Objective C, Xcode
- jQuery, Browserify, BackboneJS, LESS, SASS, Underscore/lodash, Gulp, Webpack, Grunt
- Wordpress, LAMP Environment, Google Maps, Facebook API, Twitter API
- Adobe Creative Suite, vector illustration, extensive photo retouching experience
- Strong understanding, experience and passion for Graphic Design and user experience

### Working Level Knowledge

- React, AngularJS, Es6, Babel
- Python, Java, MySQL, Django, Google AppEngine, Amazon S3
- Android development, Swift

### On My Radar

- All things React and Node

## EDUCATIONAL BACKGROUND

- BFA specializing in Graphic Design, Montclair State University, May 2007
- County College of Morris, Graphic Design, fall 2003 - spring 2004