Ross Kaffenberger

ross@rossta.net   https://rossta.net   https://github.com/rossta

SUMMARY
Experienced, motivated web dev and team lead with expertise building, maintaining, and scaling dynamic web apps in Ruby and JavaScript.

EXPERIENCE

Principal Software Engineer — Oct 2018-present
Stitch Fix, Remote - Ruby on Rails, React, Distributed Architecture, GraphQL
- Designed and led execution of the Client-facing UX for Fix Preview, allowing Clients to preview and give feedback on their styled Fix prior to shipment, a feature which lead to 12% increase in keep rate and 10% churn reduction in our target market
- Enabled expansion of referral incentive offerings at Stitch Fix including a reimagining of the Client crediting flow leading to 6% increase of new customers via referrals
- Guided cross-functional and long-term strategic efforts on both the front- and back-end in a number of key, customer-facing domains
- Regularly developed and executed on technical plans from abstract roadmap initiatives, including adoption of UI-centric GraphQL type system and React component design for the customer "Fix" dashboard
- Continuously identified and addressed opportunities to improve team output via development tooling, admin UIs, CI parallelization, automated dependency updates
- Mentored junior engineers and led recurring knowledge sharing sessions

Principal Software Engineer — Mar 2017-Sep 2018
LearnZillion, Remote - Ruby on Rails, Vue.js, Knockout.js, webpack
- Seamlessly migrated large JavaScript app from Rails asset pipeline to webpack
- Established JavaScript best practices and strategy for adopting Vue.js
- Improved app resiliency and observability via monitoring and acceptance testing

Head of Engineering — Sep 2011-Mar 2016
Devpost, New York, NY - Ruby on Rails, Backbone.js, Ember.js, React.js
- Introduced best practices for code review, improved overall code quality, conducted weekly 1:1 reviews emphasizing continual feedback and improvement
- Optimized site performance continually through caching, key-value stores, and query optimizations to cut typical server response times from +1sec to sub-300ms

Software Engineer — Mar 2008-Sep 2011
WePlay, New York, NY - Ruby on Rails, jQuery, Backbone.js
- Responsible for key user-facing features including media gallery and uploads, scheduling, event notifications, privacy controls, polling, and social network integrations

EDUCATION

Master's of Science, Computer Science — Dec 2009
New York University, New York, NY
- Built a language analysis web app in collaboration with CS and Linguistics depts

Bachelor of Science, Molecular Biology
Princeton University, Princeton, NJ

EXTRA-CURRICULAR
Active in open source on GitHub and through talks at conferences and local meetups
Blogs about programming at rossta.net, top 5% on StackOverflow
Teach for America corps member, former science and robotics teacher