

Ephi Blanshey

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SUMMARY

Experienced software engineer and technical leader with a comprehensive background in software design, architecture, problem solving, and team management. Skilled in driving projects from conception to execution across a spectrum of roles including development, database management, DevOps, and more. Proven track record in enhancing team performance and delivering robust solutions in both startup environments and large corporations. Always striving for continuous learning and collaboration to achieve excellence in software development. Especially passionate about clean code and software design.

WORK EXPERIENCE

Prodege, LLC

Software Tech Lead

Remote, USA

May 2022 – Current

- Expanded role post-acquisition of AdGate to include leading cross-functional initiatives for integrating new features and optimizing existing infrastructure, significantly enhancing system performance and scalability.
- Introduced and disseminated the concepts of Domain-Driven Design to all dev teams in the company via a DDD "book club".
- Continued the responsibilities outlined in "AdGate Media" below, including coding, database optimization, query tuning, big data/BI reporting, code reviews, and more.

AdGate Media

CTO

Remote, USA

Mar 2014 – May 2022

- Led the development and architectural design of the AdGate marketing platform using PHP, Laravel, and VueJS. Implemented and encouraged clean coding guidelines and best practices for the whole team.
- Orchestrated and implemented a clean, scalable software architecture based on Domain-Driven Design principles, using layered architecture and various tactical design patterns, enabling a lean team of 5 to efficiently manage and evolve a complex product.
- Designed, managed, and tuned the database to be able to support millions of ad impressions per day, with a MySQL database size of 2TB. Continuously performed query optimization.
- Created a custom ETL pipeline to efficiently send data from MySQL to Amazon Redshift for BI and real-time reporting purposes, with built-in fault-tolerance, allowing easy data archiving from MySQL.
- Performed all DevOps work for the team, including creating CI/CD pipelines with Docker and GitLab CI/CD, as well as creating and managing the whole cloud infrastructure on AWS.
- Championed a culture of quality within my team by prioritizing automated testing practices using the PHPUnit library.
- Continuously documented both internal and external services, using visual aids and diagrams as needed.
- Handled the whole hiring process for new developers, including job postings, interviews, and onboarding. Built a small, yet insanely efficient and closely-knit team, with a focus on friendship and teamwork.
- Led a team and the creation of a product that resulted in a successful acquisition by Prodege, LLC in 2022.

Coin Goals, LLC

Founder

Knoxville, TN

Jun 2012 – Mar 2013

- Developed an innovative web platform that encouraged users to achieve their personal goals through a unique commitment mechanism using Bitcoin. Users pledged cryptocurrency as a motivational tool, with forfeited funds being donated to charity upon failure to meet their objectives. The project not only facilitated personal development but also contributed to social good.
- Primary technologies: PHP, Laravel, MySQL, JQuery, Apache, Linux.

MFG Find

Founder

Knoxville, TN

Nov 2013 – Feb 2014

- Founded and launched MFG Find, a pioneering community-driven marketplace tailored for the manufacturing industry. This platform democratized access for machinists, fabricators, and manufacturers of all sizes to compete fairly by bidding on buyer-submitted RFQs (requests for quotes), effectively filling a significant market gap.

- Architected and built the marketplace software from scratch, incorporating advanced features reminiscent of major enterprise e-commerce platforms like eBay.
- Conducted extensive market research to understand industry needs.
- Authored comprehensive user guides and documentation, and provided dedicated customer support to enhance user engagement and platform reliability.
- Primary technologies: PHP, CodeIgniter, JQuery, MySQL, Linux.

Freelancer

Atlanta, GA

Self

May 2010 – Nov 2013

- Provided freelance software solutions, specializing in custom PHP development and WordPress plugin creation.

SB Fusion

Atlanta, GA

Co-Founder

Jan 2004 – Jun 2014

- Co-founded and directed operations for SB Fusion, an umbrella company fostering multiple online ventures.
- Spearheaded the development and monetization of a leading free online SMS service, attracting hundreds of thousands of unique monthly users and generating substantial ad revenue.
- Oversaw the lifecycle of online businesses from concept to launch, achieving robust website traffic growth and maintaining multiple databases, which grew monthly organic traffic to tens of thousands of unique visitors per day.

PROJECTS

Ultralight Aircraft Primary Flight Display

- Developed a Python-based flight information system for ultralight aircraft, enabling real-time communication with propulsion controllers and displaying critical metrics like airspeed and battery power on a custom UI.
- Implemented my own variometer functionality and algorithm from scratch.
- Technologies: Python 3, Qt5 with QML, Raspberry Pi, UART and Bluetooth communication.

Motor Animation Visualization

- A VueJS javascript application with GSAP (Greensock) animations used to visualize the inner workings of an electric DC motor.

Propulsion Performance Monitor

- Developed a desktop application using Electron and VueJS for real-time visualization of propulsion data, utilizing ChartJS for dynamic graphing.
- The tool effectively handles data streaming over USB, enabling precise monitoring and performance tuning of electric motors.

SKILLS

Primary Technologies: PHP (Laravel, Eloquent, PHPUnit, XDebug), JavaScript (VueJS, Webpack, JQuery, Vanilla JS), Databases (MySQL, Redshift, Redis), DevOps (Ubuntu Linux, Docker, NGINX, AWS Suite, GitLab CI/CD), CSS (Bootstrap, SASS), Caches (Memcached, Redis), Observability (Datadog, Tideways, XHProf, InsightOps, Oh Dear), Bash, JetBrains PhpStorm, CloudFlare.

Secondary technologies: Symfony, Codeception, DoctrineORM, WebSockets, NodeJS, Puppeteer, ChartJS, GSAP, ReactJS, Python3, Qt5, PostgreSQL, Webpack.

AWS Expertise: VPC, RDS, Redshift, EC2, Autoscaling, CodeDeploy, ELB, SNS, SES, SQS, S3, ElastiCache, Lambda, CloudWatch, IAM.

APIs: Stripe, PayPal, FreshDesk, BitPay, Uphold, HasOffers, Tipalti, and too many niche APIs to count.

HOBBIES

Hang gliding, basketball, piano, music, playing with my dog, spending time outdoors.