Avi Samloff

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Currently acting as a Senior Software Engineer, I dedicate myself to cultivating a development environment that encourages code reviews, documentation, and growth. I find that I do my best work with a team that has open communication and is always looking for ways to improve through experimentation and creativity.

Technical Skills

Strong: JavaScript/Node, React, Next.js, TypeScript, Webpack + Babel, .NET (Framework & Core), AWS (Lambda, EC2, RDS, EB, S3), MSSQL/MySQL
Experienced: CI/CD in AWS and Travis, Photoshop, Figma, Python, Firebase, DynamoDB

Professional Experience

Nexus | Nexus.gg, Senior Full-Stack Software Engineer   2020 - 2021

- Full-Stack Engineer for www.nexus.gg, an online marketplace focused on empowering creators and game developers to harness the power of influencers and community to drive revenue. Built a greenfield codebase that is maintainable with a small team, and resilient to spiking traffic conditions. The UI is built on Next.js with a Node/Express backend, and MySQL DB.
- Built features to allow Creators to create and manage a storefront for multiple sku types, including custom products, games, and microtransactions
- Built features for game publishers for data analysis, with custom reporting by creator and sku
- Built an internal Admin dashboard for managing DB models directly in a way that is palatable for our non-technically-inclined employees
- Created a data warehousing pipeline for transaction and user data using Fivetran, Big Query, and Looker to make high-level internal reports
- Refactored the checkout/payment flow from Stripe/Braintree direct APIs to a Recurly flow, in a manner that is backwards-compatible with existing APIs and DB models
- Facilitated multiple projects with contractors, acting as the engineering liaison for the contractor and the team, managing timelines and communication with internal teams

Curse/Twitch/Fandom | D&D Beyond, Front-End Software Engineer   2016 - 2020

- Lead Front-End Developer for www.dndbeyond.com, the official Dungeons & Dragons toolset for Fifth Edition, focused on E-Commerce, Site Navigation, and Site Reliability for our platform.
- Orchestrated a rewrite into Webpack + Babel for our asset management system, upgrading the development experience for our developers across all our teams.
- Assisted in the creation of a Design System and accompanying UI Component Library built using Figma, Storybook, and React.
- Developed C# console applications to increase efficiency in our feature release cycle, saving thousands of hours of developer time per year.
- Lead Front-End developer for www.amazonforum.com, Amazon's official devices support forum.
- Creating CI/CD pipelines for new microservice infrastructure
- Architecting, building and maintaining our first-party Marketplace, supporting over 50 SKUs and millions of dollars in sales
- Onboarded and mentored new developer on companies extensive and nuanced platform features to prepare them for development on D&D Beyond