JOSHUA BALLOCH

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Experience

July 2014 -   **PLATED**   *New York City, USA*

Senior Software Engineer, Ecommerce Team
Full-stack developer building the consumer-facing side of Plated.
- Delivered complete refactor to finance tracking & credit management code, enabling reliable revenue recognition and attribution.
- Contributed to front-end and back-end refactors in support of restructuring the product from an a-la-carte to a subscription service
- Built back-end APIs for the launch and development of our iOS app
- Launched a new product category, Chef's Table, introducing variable pricing into a previously fixed-price model.
- Launched new landing pages periodically to optimize conversion and retention rates.
- Onboarded, trained and mentored 3 junior engineers.

Software Engineer, Ecommerce Team - Jul 2014 - Oct 2015

2012 - June '14 **GIGABASE**   *Shanghai, China*

Lead Web Developer
Led a 5-person development team at Gigabase – a materials management Software-as-a-Service for architecture and construction firms.
- Led tech through major business pivot from materials database to materials management platform.
- Launched new platform as a client side app using Marionette.js and Rails back-end.
- Continuously improved development process, shortening development cycle from 4 week Sprint/Scrum to 2 weeks and later a Kanban continuous development methodology.
- Introduced a robust product development process & hired for an independent product team.
  o Conducted user research & feedback sessions with clients.
  o Designed mockups and wireframes in Balsamiq and Illustrator.
  o Hired & mentored a product manager and a designer and together fostered a healthy, Agile, and efficient product & engineering process.
- Integrated with product, sales, & engineering teams to deliver business objectives.

Feb - Aug '14 **AIRAWARE - CHINA**   *Shanghai, China*

Tech Lead & Web Developer
Developed an indoor air quality monitoring & filtering service for schools & offices in China. Worked with hardware manufacturers & built APIs to integrate sensor data into core services.

Summer 2010 **PRATT & WHITNEY CANADA - Engineering Intern**   *Montreal, Canada*

Summer 2007 **REDBOX STUDIO - Graphic Designer & Photographer**   *Beijing, China*
Assisted in basic layout & design tasks. Photographer for Beijing Olympics guidebook for Fodor.

Education

2012   **McGILL UNIVERSITY**   *Montreal, Canada*

Bachelor of Mechanical Engineering, Honours Program, GPA: 3.88 / 4.0
- *Awards:* British Science Association Medal (1st in program); Dean's Honour List; Brian Cullen Memorial Award; G.H. Duggan Memorial Scholarship; Student-Athlete Honour Roll

Technology *Primary:* Ruby on Rails, Backbone.js, Marionette, Coffeescript, Javascript, CSS3/SASS, HTML5
Server Tech: Unicorn, Nginx, PostgreSQL, MySQL, Redis, Sphinx, Sidekiq, Varnish
Deployment: Capistrano, Heroku, Git, Github
Design: Adobe InDesign, Illustrator, Photoshop, Balsamiq

Projects *McGill Journal of Law & Health:* Upgraded site, implementing new design and improved features, added social media integration on existing PHP base. mjlh.mcgill.ca

Personal Fluent English, French, and Chinese (Mandarin)
Photography: lived and traveled extensively in China, documenting unique, complex culture, including projects in remote areas of Yunnan with Ventures in Development, and RedBox Studio