

William Bradley

CONTACT

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EDUCATION

UNIVERSITY OF COLORADO
B.S. IN COMPUTER SCIENCE (2000)
Boulder, CO - College of Engineering

LINKS

GitHub: [wbbradley](#)
LinkedIn: [wbbradley](#)
Twitter: [@wbbradley](#)
StackOverflow: [WillBradley](#)

SKILLS & INTERESTS

SOFTWARE

C++ • Python • Go • JavaScript
Haskell • Lisp/Clojure • Zion
Flask / Tornado / Django • iOS • Android
MySQL / PostgreSQL • Redis • Celery
Kafka • AWS

BUSINESS

Product Sense • Leadership
Market Design

PRODUCT TEAMS

UBER

Growth • Supply Growth • Rider Growth

SPRINGY

FaceGoo • FatGoo • WordPlay

FUNDERSCLUB

Startup

MICROSOFT

Word • FrontPage • SharePoint
Visual C++ IDE • DirectX • Research

INTERESTS

TECHNICAL

Programming Language Design & Theory
Open Source Software Engineering
API & Runtime Design
Compiler & Language Tooling
Application Architecture
Visual & Interactive Design

NON-TECHNICAL

Dogs • Guitar • Photography • Hiking

EXPERIENCE

LUCID

Jun 2016 - Aug 2018 | Executive Director of Engineering (New Orleans, LA)

- Helped guide reorg of development team. Introduced improvements to processes and best-practices around software engineering such as API Design Guidelines, RFC Process, Postmortem Process, and System Monitoring.
- Mentoring and leading the API team towards the design and implementation of a more ergonomic API for customers.
- Advanced Lucid's IP by working on R&D in the online Market Research space.

UBER

Apr 2014 - Apr 2016 | Senior Growth Engineer (San Francisco, CA)

- Implemented Uber's vehicle financing platform.
- Led team of engineers responsible for Uber Momentum, the driver loyalty program designed to benefit drivers on the platform and increase engagement.
- Implemented the Net Promoter Score (NPS) surveying system.
- Designed and implemented tax rules for computing, caching, and presenting driver tax summary information.
- Led construction of an internal org chart exploration application.
- Rider signup pipeline optimization.
- Owned and implemented semantic changes to user identification via two-factor authentication with mobile phones.

SPRINGY

Feb 2009 - Present | Co-founder (Seattle, WA)

- Invented, implemented, shipped new mobile applications on iOS and Android, acquiring over 20 million downloads via multiple App stores.
- Managed business accounting, worked on all aspects of small business management.
- Researched new technology to combine OpenCV facial recognition data with skin tones to create true-to-life photographic enhancements.

FUNDERSCLUB

Jan 2013 - Apr 2014 | Software Engineer (San Francisco, CA)

- Engineering at crowd-sourced VC Firm. Vetted technical sides of early stage companies seeking funding.
- Built out numerous systems within the business, fund profiles, social news aggregation, monitoring and alerting.

MICROSOFT

2008 - 2010 | Senior Development Lead (Redmond, WA)

- Led development team of Microsoft Visual C++ IDE. Managed team of 8 developers. Delivered large scale architectural changes while managing integration with underlying VS shell and platform changes.

2003 - 2008 | Senior Software Design Engineer

- Integrated new OfficeArt (graphical subsystem of Office) system into Microsoft Word layout, display, UI & print engines. Invented new technology around Revision Tracking features in Microsoft Word (US Patent #7975223). Designed and led engineering in refactoring Word file/layout/rendering engines into a server-side component.

2000 - 2003 | Software Design Engineer

- Designed the DataViewWebPart for SharePoint. Architected changes to the FrontPage View model enabling Split-view (Design mode + Text editor).