

Joe Tannenbaum

New York, NY, United States

@ joe@joe.codes

🖱️ joe.codes

📄 blog.joe.codes

🐙 github.com/joetannenbaum

🌐 linkedin.com/in/joe-tannenbaum-27724221

🐦 twitter.com/joetannenbaum

Summary

Seasoned full-stack developer with a focus on building optimized and beautiful apps. I love collaborating with a team, mentoring junior developers, and learning from others.

Excels in building entire systems top-to-bottom: APIs, mobile apps, interactive front-ends, internal tooling, marketing pages. 15+ years in the game and haven't gotten bored yet.

Notable Projects



Bellows

bellows.dev

Bellows is an intelligent CLI app built with Laravel Zero that supercharges development workflow from project kickoff to deploying fully configured sites to Laravel Forge.



Blip

ipblip.com

Built with Laravel + Inertia.js, Blip is a full IP-whitelisting toolkit including self-destructing firewalls, IP syncing, and scheduling. Integrates directly with DigitalOcean and AWS.

Experience



Senior Software Engineer

Digital Extremes · August 2023 - Present

Full-stack software engineer focused on:

- Improving site performance + resiliency under heavy traffic
- Implementing and reviewing new features and bugfixes
- Mentoring junior developers

Impact:

- Designed and implemented a custom localization import/export system
- Created a bespoke API resiliency system
- Built a feature flag system + dashboard based on business needs

Laravel

PHP

Livewire

MySQL

DigitalOcean

PestPHP



Founder & Lead Software Engineer

Joseph Tannenbaum LLC · September 2017 - August 2023

Full-stack software engineer, enlisted by clients to engineer applications from the ground up or integrate with their existing team.

Featured Clients:

Broadway Brands

broadwaynews.com

broadwaybusiness.com/grosses

- Tech Lead for 12+ properties
- Built APIs (Laravel), mobile apps (React Native), SPAs (Laravel + Vue)
- Integral to company acquisition in 2022

Sift

simplysift.com

- Built mobile app (React Native) including live chat, recipe sharing, and recipe importing
- Contributed to API (Laravel)

Lawline

lawline.com

- Built mobile app (React Native) including offline course viewing, certificate redemption, and credit tracking
- Contributed to API (Laravel)

Built for the Stage

builtforthestage.com

- Built custom Statamic site
- Fully customized Stripe integration
- Automated all admin processes

Laravel

PHP

TypeScript

Vue

React

React Native

Inertia.js

MySQL

AWS

DigitalOcean

Tailwind CSS

PestPHP



Co-Founder & Lead Software Engineer

Sammich Shop · June 2016 - September 2017

Development shop focused on building high quality, performant web and mobile applications. Responsibilities included:

- Web application architecture and development
- API design and implementation
- Building and maintaining mobile apps for iOS and Android
- Server provisioning + database schema design and optimization

Laravel

PHP

Vue

React

React Native

MySQL

AWS

DigitalOcean

PHPUnit



Lead Software Engineer

FurtherEd · December 2011 - May 2016

Led a team of talented developers that planned and executed a re-build of a framework-less codebase with thousands of active users and millions of rows of data in a highly regulated industry.

- Migrated entire system to Laravel
- Designed new normalized database schema and migrated all data
- Split code between a centralized API and multiple front-end applications

Impact:

- Stabilized application (better performance, fewer bugs, handled bursts of traffic)
- Sped up development cycle
- Established best practices moving forward
- Set business up for success for the launch of their mobile app
- Integral to 25% increase of revenue within the first year post-launch

Laravel

Angular

AWS

Jenkins

MySQL

Gulp

PHP



Senior Software Engineer

The Conference Board · June 2009 - December 2011

- Participated in the restructuring/redesign of their website
- Built internal tooling to streamline business processes and communication
- Built custom CMS with roles to make website content editable by business entities

ColdFusion

JavaScript

CSS

PHP



Software Engineer

Linden Travel (FROSCH) · January 2009 - April 2009

- Re-built website using WordPress and a fully custom theme
- Empowered business entities to add and edit website content themselves

WordPress

JavaScript

CSS

PHP

Education



Syracuse University

BFA, Drama · 2003 - 2007

References

References available upon request.