Benjamin Smith
Full-Stack Software Engineer

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💼 https://www.linkedin.com/in/benjamingsmith | 💻 https://github.com/benjamingsmith
📍 Los Angeles, CA *(Remote-friendly)*

Profile

Full-Stack Software Engineer with 15+ years of experience in collaborative, creative environments.
Thrives in fast-paced environments while maintaining high standards for code quality and efficiency.
Driven by the challenge of turning bold, complex ideas into polished, scalable products.

Tech Stack

🎨 **Front-End:** React, Next.js (basic), TypeScript, JavaScript, React Query, Styled Components, CSS Modules, SASS, Vanilla Extract
🧱 **Back-End:** Node.js, PostgreSQL, MySQL, REST APIs
⚙️ **Tools & DevOps:** Git, Webpack, ESLint, Prettier, Heroku, Auth0, Figma

Professional Experience

Red Bull • *Santa Monica, CA (Remote/Hybrid)*
Mar 2020 – Present

Senior Software Engineer
Full-time · Nov 2021 – Present

- Develop and maintain front-end applications for global platforms including Red Bull TV, Servus TV On, and Rally TV using React, TypeScript, Node.js, and Styled Components
- Collaborate cross-functionally with international teams, including close coordination with counterparts in Austria
- Lead Engineer on the Digital Sampling tool — a full-stack product used by over 50,000 users to redeem Red Bull samples — responsible for scalable front-end architecture and backend API integrations with third-party fulfillment partners
- Contribute to architecture discussions, code reviews, and ongoing platform evolution
- Evaluated and selected a subscription management platform based on API quality, documentation, and cost alignment with product goals
- Partner closely with designers to translate high-fidelity Figma prototypes into responsive, performant user interfaces across Smart TV apps, websites, and digital products, ensuring design accuracy and consistency

Software Engineer
Contract · Mar 2020 – Nov 2021

- Built custom activation and event pages for the U.S. Direct-to-Consumer team, delivering tailored solutions for unique campaign requirements
- Worked with Red Bull's Austria-based engineering team to utilize internal tools and frameworks
- Led front-end development of the first version of the Digital Sampling platform, connecting user interfaces with backend APIs and fulfillment services

- Developed a React-based web app for in-person event activations, allowing users to join virtual waitlists and view real-time leaderboard standings by integrating with backend APIs

David&Goliath • El Segundo, CA
Jan 2017 – Mar 2020

Senior Developer / Development Lead

- Served as lead developer across multiple client accounts, overseeing architecture, code quality, and execution of web and interactive projects
- Oversaw externally developed projects as technical lead, overseeing architecture decisions, guiding implementation, and ensuring deliverables met internal engineering standards and creative goals
- Mentored junior developers, supporting their technical growth and fostering a collaborative team culture
- Collaborated closely with creative teams to build rapid prototypes and validate technical feasibility of concepts

Hulu • Santa Monica, CA
Feb 2016 – Dec 2016

Front-End Developer

- Led front-end development for Hulu's internal creative team, focusing on interactive ad experiences within the video player
- Oversaw the transition of desktop interstitials from Flash to performant, standards-based HTML5 implementations
- Built in-app mobile interstitials for Android using HTML, CSS, and JavaScript
- Coordinated with external development partners, ensuring third-party deliverables met Hulu's technical and creative standards
- Collaborated with distributed teams across multiple office locations to align process, timelines, and execution

72andSunny • Los Angeles, CA
Apr 2013 – Feb 2016

Senior Front-End Developer

- Collaborated closely with creative teams as part of the Google account, prototyping and building forward-thinking digital experiences
- Contributed to the Webby Award–winning "Talking Shoe 2.0," a browser-based connected object experiment exploring physical-digital interaction
- Built internal tools used company-wide, improving workflow efficiency and team productivity
- Explored and implemented emerging front-end technologies in a fast-paced, highly collaborative environment

TVGla (The Visionaire Group) • Los Angeles, CA
Sep 2012 – Apr 2013

Web Developer

- Built responsive websites and rich interactive experiences for major motion picture campaigns, utilizing GSAP for animations and transitions

- Collaborated closely with creative and marketing teams to bring high-impact visuals to life across desktop and mobile

Arnold Worldwide • *Boston, MA*
Apr 2011 – Sep 2012

Front End Developer

- Developed a range of digital experiences across client accounts, from HTML5 microsites to Flash applications and rich media display ads
- Delivered interactive solutions for desktop and web, balancing creative concepts with performance and cross-browser compatibility

Additional Experience

Web Developer
Ten Feet Tall (formerly KHJ Brand Activation) · Jan 2010 – Apr 2011 · Greater Boston Area

UI Developer
Arnold Worldwide · Aug 2008 – Mar 2009 · Boston, MA

Junior Interactive Designer
Neal Advertising · Mar 2008 – Aug 2008 · Danvers, MA

Education

B.S. in Communications Media, Concentration in Interactive Media & Graphic Design
Fitchburg State University — Fitchburg, MA, 2007