

Cabe Branson

Staff Software Engineer | Engineering Director

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<https://cabe.dev> • <https://github.com/bitmap>

About

13 years of experience working on the internet. Shipping projects and leading successful teams in the realms of art, technology, gaming, healthcare, fashion, and more. Proficient in **full-stack web development and engineering management**, with a strong focus on web applications, system design, frontend architecture, interactive experiences, and emerging technologies. Once a graphic designer. Still a creative.

Competencies & Stack

Technical leadership, engineering management, mentorship, product development, cross-functional collaboration, quality assurance, Agile methodologies, project management, innovative problem solving.

Languages: TypeScript, Go, Python

Frontend: React, Next.js, Vue.js, WebGL, Three.js, CSS, Tailwind

Backend: Node.js, Deno, Django, REST, RPC, GraphQL, SQL, Postgres, Redis

CI / CD: Docker, GitHub Actions, CircleCI, Jenkins

Cloud: AWS Lambda, S3, EC2, Fargate, RDS, DynamoDB, Cloudflare Workers

Web3: Solidity, Hardhat, Foundation, Ethers, Wagmi, Viem, Infura, Alchemy, IPFS

Tools: Git, bash/zsh, Vim, Lua, Jest, Mocha, Webpack, Vite, Sentry

Experience

Yuga Labs — Director of Engineering

Jan 2022 – Oct 2023 • New York, NY (Remote)

- Joined as the **first non-founder engineer**, shaping the hiring process and expanding the engineering team from 3 engineers to 50+ experts in software, blockchain, infrastructure, devops, and security.
- Led teams and spearheaded projects for Bored Ape Yacht Club, Otherside, CryptoPunks, and more.
- Liaised with agencies and third-party vendors, collaborating with our internal teams to deliver bespoke experiences, airdrops, and games for our communities.
- Developed and maintained internal libraries for Ethereum wallet and smart contract interaction, Web3 authentication, dynamic metadata APIs, and a custom Shopify app for ERC-721 token-gated merch sales.
- **Successfully launched high-impact projects such as ERC-20 token ApeCoin, Otherside and HV-MTL NFT collections, and “Made By Apes” IP licensing smart contract.**
- Launched pioneering Web3 games such as *Dookey Dash* and *HV-MTL Forge*.
- Established and enforced **standards and agile methodologies** for product and engineering departments.
- Introduced process for requirement gathering, design documentation, code reviews, and QA testing.
- Provided mentorship and training to engineers in TypeScript, React, and blockchain/crypto technologies.

Something New — Technical Director

Jun 2018 – Jan 2022 • New York, NY

- **Led technology efforts** at a boutique agency, specializing in brand identity and go-to-market (GTM) planning for startups, direct-to-consumer (D2C) businesses, and established brands.
- Managed an engineering team and a dynamic group of freelancers.
- Made key decisions and set standards and best practices concerning tech stack, code reviews, processes for E2E testing and CI/CD across various projects and clients.

- **Collaborated closely with design, strategy, content, and marketing teams**, ensuring timely project deliveries to meet client requirements.
- Constructed user-friendly website building solutions utilizing headless CMS software, REST and GraphQL APIs, and custom component libraries.
- Notable projects involved creating a brand guidelines hub for Riot Games, modernizing PayPal's gift card platform, and entirely reimagining the brand identity of the dating app Hinge.

B-Reel — Senior Developer

Oct 2017 – Jun 2018 • New York, NY

- Contributed to client-facing and internal projects, including a custom component library for American Express, a web app incorporating AR and face-tracking tech, and a custom CMS for an iOS app.
- Designed internal tools for the development team, such as a custom GitLab CLI to streamline issues and merge request management from multiple clients.
- Conducted prototyping for forthcoming projects, exploring cutting-edge tech like VR/AR and building interactive art installations with Arduino and Raspberry Pi.

Cinco Design — Senior Developer

Oct 2015 – Oct 2017 • Portland, OR

- Developed a static website generator CLI for efficient development from prototyping to production leveraging a modern frontend stack.
- Crafted experiences with WebGL, HTML5, WebSockets, and Node.js, such as an interactive art exhibition for local Design Week Portland event
- Built custom front ends for sites using headless CMS and platforms like Shopify's Storefront API.
- Collaborated with brands to launch global campaigns experimenting with AR, NFC, and emerging tech.
- Notable clients include Microsoft, Nike, Nixon, Warner Bros., Boa, EA, and Nextbit.

WebMD — Frontend Developer, UX Designer

Aug 2011 – Oct 2015 • Portland, OR

- Initially hired as UX designer, focusing on wireframes, usability testing, prototyping.
- Shifted to full-time Frontend Developer after 6 months.
- Worked on Health Services web apps that provided healthcare and wellness management to employees of companies such as BCBS, Dell, Walgreens, and Disney.
- Built a common UI pattern library for product and engineering teams to speed up dev time.
- Created a dynamic theming architecture, allowing custom reskins of products to match brand identities.
- Converted pieces of legacy monolithic C# architecture to Node.js microservices.
- Implemented A/B testing across products to evaluate and refine new UI/UX designs.
- Helped standardize frontend development practices and guidelines across multiple dev teams.

Education

Bachelor of Fine Arts — Graphic Design, Painting, Art History

Aug 2006 – May 2011 • Eastern Illinois University

Select Clients

Yuga Labs, Bored Ape Yacht Club, Riot Games, Spotify, Paypal, American Express, Microsoft, Warner Bros., Nike, Electronic Arts, Hinge, Nixon, Detect, Arcadia, Calibrate, Citizen, Lola, TrialSpark, Meister, BIT (Lambda School), Stellar, Thief & Heist, Cuup, David Webb, Design Week Portland, The James Brand, Boa, Smith, Pioneer, Nextbit