

Ben Herold
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WORK EXPERIENCE

Radial

Software Engineer III, King of Prussia

August 2016 - April 2023

- Hand-picked for an internal initiative to build a first-in-market Order Management System, demonstrating strategic thinking and an ability to drive high-impact projects with multimillion-dollar revenue potential.
- Transitioned from front-end developer to full-stack Ruby on Rails developer, gaining a well-rounded technical perspective that informs realistic project planning and execution.
- Integrated Radial's numerous backend APIs through one central user interface, collaborating cross-functionally to streamline system interactions and improve efficiency.
- Actively participated in Agile methodology, including sprint planning, code and design reviews, retrospectives, and daily scrums -- building a strong foundation in project execution and iterative improvement.
- Met weekly with a cross-functional team of developers, managers, and product owners to perform backlog grooming, feature planning, and requirements gathering, reinforcing my ability to bridge technical and business needs.
- Led a distributed team of designers (consultants) and offshore developers across multiple countries to develop and implement Radial's pattern library -- enhancing design consistency and accelerating front-end development across all products.
- Spearheaded a complete UI overhaul of Radial's client-facing Payment Processing portal, applying structured planning and coordination to drive a large-scale redesign effort.
- Provided 24/7 support during peak periods, ensuring system stability and performance during high-traffic months, which sharpened my crisis management and problem-solving skills -- essential for overseeing large-scale, high-stakes projects.
- Joined the performance team to optimize application response times, leveraging caching, code refactoring, and coding best practices to ensure system efficiency -- reinforcing my focus on quality and performance in project execution.
- Managed code via a Git repository and a continuous integration environment (GoCD), ensuring seamless collaboration and efficient deployment processes, key elements in delivering projects smoothly and on time.

eBay Enterprise

Frontend Web Developer, King of Prussia

August 2011 - August 2016

- Developed consumer-facing e-commerce webstores for high-profile clients such as Toys R Us, Sony, Timberland, SteinMart, and Spanx -- demonstrating the ability to deliver complex projects at scale.
- Saw projects through their full life cycle, from requirements gathering and wireframing to development, QA, production support, and new feature rollouts -- gaining a holistic understanding of software delivery (SDLC).
- Led demos and training sessions on new technologies and platform features, helping teams adopt best practices and improve efficiency.
- Hand-picked from a team of frontend developers to contribute to an internal cost-reduction initiative, streamlining workflows by developing custom CMS modules, enforcing JavaScript and CSS standards, and

implementing tooling for code quality and one-click deployments -- experience directly applicable to optimizing project delivery.

- Worked closely with backend developers, UI designers, and project managers to translate business requirements into functional products, fostering cross-team collaboration and ensuring alignment between stakeholders.
- Recognized with the Critical Talent award in 2014 for outstanding contributions, highlighting leadership potential and impact.

Braintune Studios

Web Developer, Philadelphia

June 2009 - August 2011

- Co-founded and operated a freelance web shop in partnership with a graphic designer, where we sought out, bid on, and secured over twenty clients -- demonstrating entrepreneurial initiative and the ability to manage client relationships and expectations.
- Updated and maintained various client websites to align with evolving business needs, gaining experience in managing ongoing projects and adapting to changing requirements.
- Developed numerous websites from scratch, consistently implementing new web technologies and adhering to best coding practices -- showcasing my ability to oversee technical aspects of project development.
- Maintained daily communication with clients to discuss upcoming work, provide updates, and offer feedback on navigating the online space -- strengthening client relationship management and ensuring clear, transparent project delivery.

MOD Worldwide

Web Developer, Philadelphia

January 2009 - June 2009

- Updated and managed various client websites in a team environment, maintaining constant communication with clients, designers, copywriters, and company owners -- demonstrating my ability to coordinate multiple stakeholders and ensure project alignment.
- Created and executed monthly and weekly HTML email marketing campaigns distributed via MailChimp, showcasing my ability to manage ongoing marketing projects and meet deadlines.
- Participated in daily phone and in-person meetings to brainstorm new ideas and modify existing projects, staying current with web trends and ensuring continuous improvement in the company's digital presence.
- Responsible for hiring and mentoring interns, providing guidance and fostering a collaborative team culture while helping develop new talent, further solidifying my leadership and team management capabilities.

PERSONAL GOAL PURSUIT

Pacific Crest Trail / Appalachian Trail Thru Hike

Career Break

April 2023 - October 2024

Completing the Pacific Crest Trail (PCT) and Appalachian Trail (AT) has provided me with a unique set of skills and experiences that will greatly benefit my reentry into the workforce. The physical and mental challenges I faced during the PCT and AT have honed my determination, resilience, and problem-solving abilities, all of which are essential in the professional world. The self-reliance and adaptability I developed on the trail have made me a more resourceful and a flexible team member, ready to tackle any obstacle that may arise. My journey has not only rejuvenated my spirit but has also equipped me with a newfound perspective and a strong foundation for a successful reentry into the workforce.

- The hikes, covering close to 5,000 miles, refined my problem-solving skills. Whether it was finding water sources, planning routes, resupplying food in far away towns, or dealing with unexpected situations, I gained practical experience in assessing stressful situations and making informed decisions.
- The ability to persevere through difficult terrains and weather conditions demonstrates my tenacity and willingness to overcome obstacles.
- My time on the trail fostered strong communication and interpersonal skills with people from all around the world. Engaging with fellow hikers, sharing stories, and collaborating on risky routes through high mountain terrain have enhanced my ability to connect with diverse individuals -- a crucial skill for building relationships with colleagues, clients, and stakeholders.
- Having completed such a physically and mentally demanding journey showcases my discipline and time management skills. Qualities that are essential in the workplace, where meeting deadlines, managing projects, and staying organized are essential.
- Lastly, the journey provided opportunities for introspection and personal growth, fostering emotional intelligence and a strong sense of purpose.

CORE SKILL SET

Ruby on Rails, HTML, CSS, SASS, Bootstrap, Tailwind, JavaScript, jQuery, PHP, MySQL, JSON, JSP, AJAX, SVN / Git, REST, UI / UX, Project Management Methodologies (Agile, Scrum, and Kanban), Cross browser compatibility (as far back as IE7), Adobe Suite, Microsoft Suite

SECONDARY SKILL SET

Accessibility, Angular, React (NextJS), AppDynamics, Kibana, i18n, Search Engine Optimization, InterShop, Testing (unit, integration and performance), ActionScript

SOFT SKILLS

Time / Resource management, Detail oriented, Highly organized, and Strong Emotional Intelligence

EDUCATION

Art Institute of Philadelphia (2005 - 2009)

Bachelor of Science Degree in Web Design & Interactive Media – 3.9 GPA

- Awarded Best Graduating Portfolio
- Achieved the Dean's List for 9 terms
- Received 3 Best of Quarter awards