Weston Fribley

Seattle, WA 98115

Front End Engineer

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Experience

Snap, Inc. • Sr. Front End Engineer (Tech Lead)
August 2021 – February 2024 • Seattle

Led a new team building a TypeScript SDK which brings Snap's industry-leading AR technology to the web. The CameraKit Web SDK powers AR Lenses in Snapchat for Web, Microsoft Teams, and other partner applications. I designed the SDK's public API, implemented numerous novel features, and grew the team from two engineers to six, plus a manager. During this time I wrote code that was adopted by other front-end teams across the company, mentored junior engineers 1:1 and during open office hours, and gave presentations on various front-end topics.

Amazon Physical Retail • Sr. Front End Engineer
April 2021 – August 2021 • Seattle

Front-end tech lead for a suite of internal web tools critical to our Just-Walk-Out retail experience. I worked within my team and across the larger Physical Retail org to plan, design, and deliver projects requiring complex user interfaces. I worked with HTML5 video, real-time video compositing using WebGL, 3D rendering, and user interaction with 3D geometry.

Amazon Go • Front End Engineer
January 2015 – April 2021 • Seattle

First front-end hire on a new team working on a key internal component of the Just-Walk-Out shopping experience. I worked closely with Principal UX, senior engineers, and our internal customers to build a complex web application which allowed us to launch the first Amazon Go store in 2018. Our design cycle was driven by A/B testing and instrumentation to analyze real user behavior at scale. In 2019 I began leading a project to migrate our front-end code base to TypeScript and Angular, which launched to production in 2020.

Hydraulx VFX • Full Stack Engineer
March 2013 – January 2015 • Santa Monica

I planned, designed, and built a new NodeJS web application integrating on-premises render farm management with project management tools for feature film visual effects. Key features included real-time render queue monitoring via WebSockets and dynamic render node shut-down/power-up. I also maintained legacy PHP and Python web tools.

U.S. Fulbright Program • English Teaching Assistant
September 2011 – July 2012 • Hamburg, Germany

I won a competitive fully-funded grant to teach English in German high schools.

Education

Ball State University • BAs in Film Studies and German
2007 – 2011 • Muncie, Indiana

Awarded an academic full-ride scholarship, along with a scholarship to fund study abroad at the Johannes Gutenberg Universität in Mainz, Germany.

Skills

I have deep knowledge of Javascript, TypeScript, HTML, CSS, and how to build and operate complex web applications. I have broad knowledge of web technologies, frameworks, and how and when to use them effectively.

I am comfortable leading complex engineering projects, working with software development managers to identify and plan projects, lead technical design, and shepherd implementation, rollout, and operations.