Joe Carrafa

646.400.9367
joe@carrafa.com

Work Experience

Limelight
Head of Engineering

Limelight is a recruiting platform built for skilled roles in the trades and manufacturing. Using a skills-based assessment process and a standardized skills taxonomy, Limelight accelerates time to hire and provides candidates with more relevant opportunities and a more transparent process.

As Head of Engineering, I am responsible for all technology strategy and implementation. I independently set up AWS infrastructure and developed our first employer facing experiences. My team included two web engineers. I was also heavily involved in fundraising and investor collaboration. Additionally I was responsible for IT and vendor management.

Sesame, Inc.   **January 2020 - April 2020**
VP, Engineering

Sesame is building a transformative health care platform that helps give everyone access to affordable care. As VP, Engineering I was responsible for overseeing a Berlin-based engineering team, and for building an NYC-based team. Due to Coronavirus, we decided to halt plans to grow an NYC team.

Plated   **August 2018 - December 2019**
VP, Engineering

Plated is an ingredient-and-recipe meal kit service. I lead the engineering team of 30 engineers, responsible for developing and maintaining 5 major applications.

- A custom subscription ecommerce experience for web, iOS, and Android.
- A platform for managing various steps of the order fulfillment process, including fulfillment center allocation and logistics management, before orders are passed to a third party ERP.
- A custom content management system built for recipe developers to contribute new recipes to our catalog every week, integrating the rest of our systems to ensure recipes can be successfully fulfilled for our customers.

As VP, Engineering

- Developed department level goals for improving our function within the company e.g. improved system monitoring, training, and process automation.
- Assembled a platform team to serve as a responsible and authoritative group for setting technical standards for the team.
- Through the platform team, supported and advised the adoption of Typescript, Go, GraphQL, better use of PostgreSQL, a generalized product model, and other architecture improvements.

- Reorganized high level team structure to improve collaboration across teams working on different systems.
- Review pull requests and pair program with developers.
- Hired new talent at various levels from SDE II to Director.

As a member of the Plated Leadership Team
- Developed a refreshed company strategy for 2019, following the Playing To Win framework through to product team definition and goal setting.
- Contributed to the definition of new Core Values.
- Launched Brunch, Appetizers, Sides, Pantry Items, and Protein Upgrades.
- Formed a small fast moving team launching new customer facing digital experiences every week.

Warby Parker   **February 2015 - August 2018**
Director, Applied Research
Warby Parker designs and sells vintage-inspired eyeglasses and sunglasses. I formed the Applied Research team to identify the application of emerging technologies within Warby Parker. I led a team specializing in computer vision and mobile application development. I formed and maintained relationships with other organizations to expand their research capability.
I was responsible for hosting the Technically Speaking event series and promoting the Warby Parker technology brand.
I acted as interim Engineering Lead for Vision Technology from its introduction in March 2015 to June 2017. I drove recruiting efforts to build a core team of senior engineers. I contributed to the architecture and development of the iOS app, backend systems, and partner web portal. I am an inventor on three issued patents.

Quirky   **November 2014 - January 2015**
Software Engineer
Quirky brings new consumer products to market by enabling interaction between the online global community and Quirky's product design staff. I improved infrastructure and stress tested a major site overhaul pre-launch.

underdog.io   **April 2014 - September 2014**
Co-Founder
Underdog.io is a curated, two-sided marketplace for technical and business talent. I implemented a few internal systems to allow us to search and review candidates quickly, and we have candidate and customer facing profiles. I was responsible for all product development, worked with customers to understand their hiring needs, and represented our company's expertise in identifying technical talent.

Various Consulting   **October 2013 - October 2014**
Various consulting projects including front end development, back end development, and management.
- Memoir http://www.yourmemoir.com/

- One Command http://www.onecommand.com/
- Levis Made & Crafted Tumblr http://levismadeandcrafted-wax.tumblr.com/
- Cadillac Tumblr http://cadillac.tumblr.com/
- St. Ives Tumblr Contest http://stives.tumblr.com/#how-to-get-here
- Run Energy iOS app (enterprise)
- Levis Red http://www.levisred.net/
- JJ Hat Center http://www.jjhatcenter.com/

Bondsy, Inc.

VP of Engineering   **May 2013 - October 2013**

Bondsy is a new way for friends to trade things you can't put a price on. Our core product was an iOS app. Our platform supported a private social network where you can see content from your friends, and friends of friends. The technical team included myself and a mobile lead. I was responsible for all server side development, and overall technical direction for the company. I worked closely with the CEO to develop the product and company strategy.

Etsy, Inc.

Senior Engineering Manager   **June 2011 – May 2013**

Etsy is the leading marketplace for handmade and vintage goods. I hired and trained a development team to build customer support systems for Etsy's rapidly growing marketplace. In rapid succession we shipped game-changing software for support, trust and safety, marketplace integrity, legal, and risk operations. Our biggest accomplishment was delivering Etsy Seller Protection[1]. I applied my team's expertise in customer satisfaction to redesigning the forums and community spaces, reviving Etsy's roots as a venue to build connections between people. I piloted a department-wide training program to efficiently onboard new engineers, and reduce overhead.

The Higher Gear Group

Engineering Manager   **August 2010 – June 2011**

The Higher Gear Group is a leading provider of customer relationship management (CRM) software to car dealerships internationally. I hired and trained the first development team at the headquarters in Chicago. I designed procedures through all phases of development, identifying critical points of collaboration between teams, maximizing productivity. I shipped two critical products enabling the company to reopen its satellite office.

Principal Software Engineer   **May 2009 – August 2010**

I enabled growth by reshaping department operations and developing better procedures and more reliable infrastructure. I demonstrated flexibility by assisting quality assurance and support departments when necessary.

Integrations Manager   **October 2008 – May 2009**

I strengthened our product offering by working with third party software providers to deliver better system integration. I delivered integrations on time as team leader. I maintained relationships with over 30 other companies including most major car manufacturers.

Senior Software Engineer   **November 2007 - October 2008**

I led the design, development, and implementation of several improvements to the infrastructure. I dramatically improved operations by implementing inventory tracking, customer tracking, ticket tracking, software deployment, and many other tools.

Software Engineer   **June 2006 - November 2007**

---

[1] http://www.etsy.com/blog/news/2012/introducing-etsy-seller-protection

I improved the efficiency of the support and systems teams by converting the existing product to a scalable architecture. I was assigned to the projects with tightest deadlines because of an outstanding record of achievement.

Echelon Software, New York, NY   **June 2008 – September 2008**
Software Engineer
I developed the user interface for Black Powder Red Earth, and web services hosting user profiles. I delivered a unique feature allowing users to access their inventory in-game and in a browser using the same familiar Flash interface. The development of Black Powder Red Earth was featured on GameSpot as a ten-episode series called Indie-velopment.

ReadyTalk, Denver, CO
Software Engineer   **August 2005 - June 2006**
ReadyTalk provides an on-demand web conferencing solution able to support thousands of participants in a single conference. I improved the efficiency of sales and provisioning by customizing a CRM tool to integrate with the billing system and the ReadyTalk service.

Spectra Logic, Boulder, CO
Sustaining Electrical Engineer   **June 2004 - July 2005**
Spectra Logic develops and manufactures robotic tape libraries for companies of all sizes from small businesses to Yahoo. I released three major products to manufacturing as lead Sustaining Electrical Engineer. I improved manufacturing efficiency by designing test fixtures and processes. I reduced downtime by debugging daily line issues. I improved product design by identifying issues and submitting engineering changes to the design team.

Patents
10,314,475: Systems and methods for displaying objects on a screen at a desired visual angle
10,251,545: System and method for determining distances from an object
10,036,685: Fixtureless lensmeter and methods of operating same
9,770,165: Systems and methods for displaying objects on a screen at a desired visual angle
9,532,709: System and method for determining distances from an object

Education
University of Colorado at Boulder, Boulder, CO
BS in Electrical and Computer Engineering received May 2004
Embedded Systems Certificate completed May 2005
Member of Professional Engineering Fraternity ΘΤ, ΗΓ Chapter Since Spring 2003

Boston University, Boston, MA
College of Engineering, Electrical Engineering Program Fall 2000 – Spring 2002