

RACHEL "RB" BOYCE

<http://arebe.us> :: +1.845.219.1219 :: arebeworks@proton.me

ABOUT

Holistic minded frontend engineer who thrives on the challenge of taking knotty projects from planning to execution. Passionate about centering the user via accessibility standards, internationalization, and responsive design. Leverages strengths in project planning and management as well as technical expertise to lead communication across teams and build the best version of the product.

Located in the Hudson Valley, New York, USA.

SKILLS

Frontend: Javascript (React web & React Native, Vue, Angular, Typescript, WebRTC, D3), HTML5/CSS3 (canvas, video, Sass), Expo & EAS, Electron, Web Assembly, WebGL, Webpack, Vite, Wordpress

Backend: Node.js (Serverless / AWS Lambda), Express, Python / Django, PHP, MongoDB/Mongoose, Jenkins, Docker, PostgreSQL

Testing: Jest, RTL, Karma, Jasmine, Mocha, Chai, Cypress

WORK EXPERIENCE

SAGE SOCIAL

Franklin, TN [Remote]

Sage is an early-stage start up in the kid social media space whose main product is Sage Haven: Safe Messaging for iOS, iPadOS, and watchOS.

Founding Frontend Engineer

May 2024 – Mar 2026

- Initial hire that contributed to early product decisions from prototype to launch and beyond
- Developed React Native iOS app for kid social messaging with parent oversight, incorporating feedback from focus groups and telemetry
- Integrated third-party SDKs necessary for AR video, gifs, and voice calling

AREBE.US

New York

Consultant service provider to start ups, small businesses, and non-profits: specifications, project planning, prototyping, and work on product. Delivers solutions that integrate into existing software.

Frontend Software Consultant

2011 – present

- **SAGE** (Jan 2024 – May 2024)
 - Created prototype for social media mobile app
 - Contributed to product planning
- **FITSEE** (Dec 2023 – May 2024)
 - Developed features for augment reality app

LUNA

Salt Lake City, UT [Remote]

Luna Solutions is a B2B division of 1-800 Contacts, providing a range of tools for eyewear e-commerce. The Luna virtual try-on product was acquired by Fittingbox in Oct 2023.

Senior Software Engineer

Aug 2021 – Jan 2024

- Team lead for virtual try-on application browser SDK (React)
- Developed next-generation product prototype with a cross-functional team (Vue)
- Implemented features for privacy & security compliance
- Implemented WCAG Level AA accessibility conformance
- Responsible for screening and evaluating new candidates for several teams
- Mentored team members
- Assisted with the transition of the product from Luna to Fittingbox

DITTO

Oakland, CA [Remote]

As the premier augmented reality virtual try-on technology in the eyeglasses field, the Ditto team was acquired by Luna, a division of 1-800 Contacts.

Software Engineer, Frontend

Sep 2020 – Aug 2021

- Contributed to a full redesign of product UI
- Supported ongoing i18n for 28+ locales with text and audio
- Supported multi-platform support for WebRTC
- Responsible for new feature planning and technical specification

ART OF CONTEXT

Boston, MA [Hybrid]

Art of Context is an award-winning boutique interactive studio specializing in digital signage for airports and their customers.

Web Developer

Apr 2018 – Mar 2020

- Developed, deployed, and maintained Angular Chrome apps for digital airport signage
 - Wayfinders with custom content management for maps and markers
 - Information displays which ingest airport data for flight lists and gate signage
- Responsible for multimedia assets, as well as i18n language and accessibility features
- Developed eye-catching informational content

ZMAGS

Boston, MA

Zmags was a mature B2B company that provided clients with an e-commerce plugin to display customized content with a variety of CMS integrations.

Software Engineer

Nov 2017 – Apr 2018

- Investigated new technologies and prototyped new features
- Supported conversion of codebase to new tech stack (React, Redux, and Typescript)
- Continued to support older parts of the product (Backbone)
- Responsible for interviewing job candidates and contributing to the hiring process

COMPLEX

New York, NY

Complex Networks is a media and entertainment company which grew from a print publication to a network of digital properties for an audience of urban youth interested in style and pop culture.

Interactive Developer

Aug 2016 – Oct 2017

- Contributed to the Research & Development Team planning
- Delivered applications with latest in frontend interactivity
- Prototyped experimental video content delivery methods
- Developed a Facebook app and Alexa apps with conversational UI
- Responsible for integrating R&D projects with the company's digital publishing toolchain

HARVARD CENTER FOR POPULATION AND DEVELOPMENT STUDIES

Cambridge, MA

The Pop Center, led by Lisa Berkman, sits between many schools at Harvard and hosts faculty, post-doctoral researchers, and students who study population science and demography.

Data Coordinator

2009 – 2014

- Managed collections of demographic cross-sectional & longitudinal datasets
- Performed preliminary analysis and data description in SAS & Stata
- Responsible for IT support for a secure computer lab
- Provided website consultation for research projects

HARVARD SCHOOL OF PUBLIC HEALTH

Boston, MA

The Exposure Epidemiology and Risk Program at HSPH studies the cumulative effects of environmental factors on populations, such as the effect of exposure to airborne pollutants on cardiovascular disease.

Research Assistant

2006 – 2009

- Performed data management & quality assurance with SAS and Excel
- Managed and visualized geospatial data with ArcGIS
- Responsible for data collection QA with Teleform imaging software

EDUCATION

Master's of Liberal Arts :: Digital Media Design, 2016

Harvard University Extension School, Cambridge, MA

Bachelor's of Science :: Biology, 2005 (Magna Cum Laude)

Framingham State University, Framingham, MA

SAMPLE PROJECTS

Sage Haven In App Calls :: Voice call functionality within an iOS social messaging app for interoperability with telecom and iMessage. Built with Telnyx SDK, React Native, and Expo modules.
Features: Custom connection rules for parental control, WebRTC integration with React Native.

Luna Live :: Augmented reality virtual mirror prototype web application and sales demo enabling real-time rendering of digital glasses in the browser. Built with Vue and Mediapipe.

Features: Proprietary landmark adjustment algorithm via a REST API, and a proprietary real-time 3D renderer.

Customer Service App :: Tablet-optimized Chrome application for Customer Service agents to use while assisting airport guests in information and wayfinding.

Features: Kiosk application managed in Google Admin, Angular skeleton app with iFrames for integration with custom maps, Google map search, HelpDocs CMS API.

Flight Portal :: Web application for ingesting and correcting real-time airport data feeds for flights information, baggage claims, and check-in counters. Built with Angular and Express.

Features: Mongodb with Redis queue for ingesting raw data; UI for manual overrides to data fields.

Sneaker Searcher Chatbot :: Facebook chatbot for identifying sneaker models by image. Built with node.js using Serverless AWS Lambda.

Features: API connection to machine learning photo identifier; content management by Facebook Chatfuel; integration with Slack to escalate to a human expert.

Complex Toolbar Video Module :: Custom video player to deliver media to owned and operated webpages. Built with video.js.

Features: Integration with Ooyala and Vidible content delivery; custom UI with vanilla JS; Google analytics integration.

Complex Holiday Gift Guide :: Web application for displaying a calendar of gift suggestions. Built with Express for the back-end and vanilla JS for frontend interactions.

Features: API connection to custom content manager; ad units, social; media share integration with single-page interactions.

Gentopo Generative Topography :: Web application for randomly generating topographical maps. Built with D3.

Features: Unique topographical maps from Perlin noise; generation of named map features such as peak names and lakes; SVG export for printing.

Your America / Tu America :: Bilingual voting guide website for a get-out-the-vote campaign with a multicultural audience targeting mobile users. Built with Wordpress.

Features: Internationalization; scroll-based interactive UX; customizable social asset sharing; integration with TurboVote for voter registration, and MailChimp for email signups.

COMMUNITY INVOLVEMENT

- Organizer :: Luna Book Club (2022-2023)
- Mentor :: Hackbright Academy (2022)
- Help Desk & Product Development :: Frontline Foods (2020)
- Volunteer Instructor :: RailsBridge NYC (2016)
- NYC Meshnet grassroots internet collective (2015 - 2017)
- DocShop interactive documentary working group at Harvard metaLab (2014 – 2015)