

Danny Barinshtein

Principal Software Engineer

 danik.ca  dannybarinshtein@gmail.com  dannybarinshtein

My super power is identifying and analyzing technical and process related bottlenecks. I excel at developing effective solutions and securing stakeholder buy-in for successful implementation.

I possess a proven track record in designing, developing, and maintaining high-traffic production systems. My expertise extends across the stack, including back-end and front-end development, Cloud Optimization & Security, DevOps, System Reliability & Observability, as well as fostering developer enablement and a goal driven culture within my teams.

Work Experience



Principal Software Engineer
ProductWind (Jan 2022 - Jan 2025)

- Migrated existing legacy deployment and infrastructure systems to a highly scalable and reliable infrastructure as code solution which improved dev efficiency across the team reducing non productive time due to infra bugs from about 8% of dev time to less than 1% of dev time.
- Implemented a unified observability solution, integrated metrics, tracing, logging, and alerting enabling the team to respond to system errors and service limits reducing Mean Time to Detection (MTTD) by ~90% and decreased Mean Time to Resolution (MTTR) by ~75%.
- Transitioned existing codebases from JavaScript to TypeScript resulting in improved code maintainability, better error handling, and enhanced development experience - entirely eliminating errors caused by type and reference mismatching.
- Fostered a modular approach to software development, promoting a culture of modular thinking and collaboration within the engineering team which resulted in an initial 21% codebase size reduction.
- Worked on the development and implementation of Agentic AI solutions to strategically automate and optimize traditionally manual workflows.
- Interviewed new engineers, focusing on finding the best technical and cultural fits - followed by supporting their initial period within the company.



Senior Software Engineer
Ritchie Bros (Apr 2020 - Jan 2022)

- Secured stakeholder buy in and obtained architectural approval for key projects, ensuring alignment with organizational objectives and adherence to technical standards.
- Orchestrated the implementation and advancement of Infrastructure as Code (IaC) methodologies, allowing for streamlined cloud deployment and tight IAM permission scoping.
- Collaborated with DevOps engineers on the development and implementation of a CI/CD pipeline which took sub 20mins to deploy to production, resulting in the elimination of existing deployment bottlenecks and enabling the engineering team to reliably deploy and test production systems multiple times a day.
- Designed and implemented reliable load testing frameworks in collaboration with QA teams, this proactive approach resulted in increased confidence in high traffic production systems and enabled the testing of a realtime WebSocket implementation of 10,000 concurrent connection requests and 100,000 concurrent message receipts with a P90 200ms response time.
- Spearheaded the development and implementation of a comprehensive, modular frontend design system. Established and enforced coding standards across the team, resulting in significantly reduced code repetition and a streamlined, standardized code review process.
- Conducted technical interviews with prospective engineers to assess their skills and fit for both the engineering and architecture teams.

Skills

Soft Skills

- Communication
- Time management
- Cross functional collaboration
- Technical mentoring

Technical Skills

- Amazon Web Services (AWS)
- Google Cloud Platform (GCP)
- System Architecture
- DevOps
- Observability / System Reliability

Languages / Frameworks / Libraries

- Node
- JavaScript / TypeScript
- GraphQL
- React
- Redux
- Cypress
- Jest / Enzyme
- Gatsby.js
- Next.js
- CDK
- Terraform
- Docker
- Kubernetes

Tools / Workflows / Platforms

- Datadog
- Lumigo
- Sentry
- Langsmith
- Langfuse
- Jira
- Clickup
- Retool
- Git

Education

Senior Management Certificate in New Media Design and Web Development

British Columbia Institute of Technology

September 2013 - October 2014



Technical Director

StudioHub (March 2019 - December 2020)

- Oversaw the overall Google Cloud and Software development strategy, ensuring alignment with business objectives and industry trends.
- Collaborated with stakeholders to define and prioritize product features and enhancements, ensuring customer needs were met and exceeded.
- Implemented best practices and coding standards to ensure maintainable and scalable code, resulting in improved code quality and reduced technical debt.
- Worked closely with the product and design teams to ensure a seamless user experience, fostering a culture of collaboration and user-centric design.
- Resolved technical issues and challenges, ensuring the stability and performance of the platform, and implementing proactive measures to prevent future occurrences.



Senior Software Engineer / Team Lead

Thrive Digital (February 2017 - March 2019)

- Pioneered the company's transition into a modern React based development cycle which enabled the company to tap into the SPA market during the technology's early days.
- Built custom dashboards and advanced user interfaces for both private and government regulated clients.
- Integrated, tested, and optimized numerous third party APIs into custom built websites and applications.
- Led, mentored, and assisted developers through the business's most complex tasks.
- Consulted in providing project quotes and estimates ensuring accurate project scope and budgeting.



Software Engineer

ClickersOnline (August 2016 - February 2017)

- Built and maintained cross-browser, mobile friendly client websites and webapp components.
- Debugged, optimized, and built on top of existing complex integrations and developments.
- Worked as a part of an agile scrum agency to deliver high quality products on a timeline.



Software Engineer

PathFive (January 2015 - February 2016)

- Built and maintained cross-browser company and client websites for both mobile and desktop.
- Provided feedback on in-house software development.
- Hands on assistance and Tech support for clients.