

BRIAN ROHDE

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Full-stack engineer shipping AI products end to end: currently founder of [Eight Angle](#), an iOS app with a custom-trained on-device ML classifier; and a freelance builder delivering client sites through agentic coding workflows. Previously led web platforms at Gong and Twilio, spanning replatforms, design systems, localization, and growth, in daily partnership with marketing, product, and design. AI multiplies my output; taste and engineering judgment decide what ships.

EXPERIENCE

[Eight Angle](#) San Francisco, CA • iOS yoga practice tracker

Founder / Engineer

Feb. 2026 – Present

- Conceived, built, and launched Eight Angle solo: a SwiftUI iOS app, Python ML pipeline (data scraping, curation, training), and Astro/Cloudflare web platform, [live on the App Store](#) with paying subscribers.
- Trained a 47-class pose classifier to 92.2% cross-validated accuracy from 39 hand-engineered, view-invariant geometric features; calibrated Extra-Trees model exported to Core ML, running ~20fps on-device.
- Quantitatively evaluated detection backends offline (Apple Vision vs. Google MediaPipe) and migrated: detection rate 71% → 97%, accuracy 89.6% → 93.4%, with an iteration log required for every model change.
- Shipped live pose tracking during Picture-in-Picture by securing Apple's restricted multitasking-camera-access entitlement, rarely granted outside video-conferencing apps.
- Built the analytics and growth layer: a 60-event PostHog schema driving activation-funnel dashboards, plus Apple Search Ads attribution that survives reinstalls.
- Run an AI-native workflow: parallel Claude Code agents (git worktrees), agent context engineered via layered instruction files and 70+ shared architecture docs, and MCP integrations (Linear, PostHog).
- **Deliver concurrent freelance work:** shipped a [client marketing site](#) end to end with Claude Code (Astro, Keystatic CMS), feeding client review feedback (Pastel) back into agentic coding loops.

[Gong](#) San Francisco, CA • Revenue AI platform

Staff Web Engineer

Jul. 2023 – Feb. 2026

- Built an LLM-powered translation workflow for the company website, replacing a slow, vendor-dependent localization process; the workflow was later showcased by the Gong and Sanity teams in a public webinar.
- Led the company website replatform end to end: evaluated and selected the new stack (Next.js, Sanity CMS, Vercel, Cloudflare), then directed internal and external agency teams through delivery across experimentation, localization, and marketing integrations.
- Improved legacy website speed 4x (Core Web Vitals, Lighthouse) by profiling and optimizing vendor code, improving conversion metrics.
- Established experimentation framework and standards, executing A/B tests to optimize conversions across all lead-generation funnels.

[Twilio](#) San Francisco, CA • Cloud communications platform

Technical Web Lead

Nov. 2019 – Dec. 2021

- Owned the technical roadmap and operations of Twilio's website, including the CMS and marketing applications.
- Released over 100 web pages in 6 locales; launched Twilio's first localized website ([twilio.com/ja](#)) and localization workflows with regional publishing teams.
- Mentored junior engineers and set team culture through workshops, code pairing, documentation, and testing standards.

Senior Web Engineer

Nov. 2017 – Nov. 2019

- Deployed [twilio.com](#)'s first CMS with substantial page coverage; developed a design system and migrated 40 bespoke pages.
- Released high-visibility product marketing pages, including a redesign of [Twilio's sign-up page](#).
- Designed and built a multiplayer game and device to showcase Twilio products for Twilio's customer conference.  [Watch the video!](#)

[Stack Elevate](#) San Francisco, CA • Independent software engineering consultancy

Founder / Engineer

Jan. 2016 – Nov. 2017

- Partnered directly with small businesses, startups, and nonprofits, owning sales, project management, UX design, build, and delivery.
- Built a video-messaging iPhone/Android app (React Native, Sails.js) with OAuth 2.0, phone verification, and push notifications.

[Beyond](#) San Francisco, CA • User experience and design agency

Senior Front End Developer, Team Lead

Nov. 2013 – Jan. 2016

- Planned, scoped, and led full-stack development on projects budgeted up to \$½ million. Primary clients: Google, Facebook.
- Built Facebook's first WordPress and first responsive consumer site on WordPress VIP ([newsroom.fb.com](#)).

SKILLS

Languages & Frameworks TypeScript, Swift, Python, PHP, React, Next.js, Astro, SwiftUI, Tailwind

AI/ML Claude Code, Anthropic API, MCP, Core ML, MediaPipe

Platforms & Tools Vercel, Cloudflare, AWS, Sanity CMS, PostHog, GitHub, Figma, Linear

EDUCATION

B.S. Computer Science, Ecommerce Technology

DePaul University Chicago, IL