

LARRY BEALL

614.315.4722 ▪ lawrence.beall@gmail.com ▪ Delaware, OH ▪ [LinkedIn](#)

SENIOR SOFTWARE ENGINEER

Software Design & Development ▪ Technical Direction ▪ System Architecture ▪ Cross-Functional Collaboration

Transformational software engineer with deep expertise in architecting cutting-edge solutions and driving large-scale technological advancements across diverse industries. Expert in full-stack development, leveraging Microsoft and various open-source technologies, specializing in .NET, React, and cloud infrastructures. Proficient in scaling platforms to millions of users, securing multimillion-dollar funding, and optimizing operations to reduce costs. Noted for solving complex technical challenges and effectively interfacing with stakeholders to deliver robust, mission-critical projects. A customer-focused technology partner with talent for integrating strong technical knowledge with a strategic vision to orchestrate market-ready products while consistently driving growth and innovation.

CORE COMPETENCIES

Software Development Lifecycle (SDLC) | Product Engineering | Cloud Infrastructure | SaaS & Customer Platform Integration | Architecture Design & Development | Application Design & Development | Continuous Deployment | Continuous Process Improvement | Privacy & Security | Development, Testing, & Releasing | Coding Standards & Code Reviews | Post Implementation Support | Web Applications & Security | New & Emerging Technologies | Staffing, Coaching, & Mentoring

PROFESSIONAL EXPERIENCE

SWYFFT ▪ REMOTE

06/2022 – PRESENT

A company focused on disrupting the insurance industry by using unique data and analytics to improve the user experience.

SENIOR SOFTWARE DEVELOPER

Hired to lead major architectural shifts, designing, and implementing a robust home insurance SaaS platform utilizing the full Microsoft stack. Leverage technologies including React, ASP.NET MVC Core, C#, and Entity framework to develop the company's primary product. Orchestrated seamless integration with numerous third-party services while employing Microsoft Azure as the cloud infrastructure. Played a key role in all aspects of the software development lifecycle.

- **Mitigated critical security risks by rebuilding the entire security infrastructure**, implementing cryptographic storage for API keys and sensitive data, replacing in-code storage, while maintaining functionality
- **Revolutionized email communication system** by implementing a Razor templating engine, replacing outdated, inflexible email generation with a modular, cohesive solution to enable creation of professional, consistent emails across the entire application.
- **Engineered robust data export system for large-scale claims processing**. Developed efficient transformations for 500K+ records, enabling timely data transmission to Medicare, LexisNexis, and other platforms while consistently meeting stringent deadlines.

ATMOSFY ▪ REMOTE

11/2018 – PRESENT

Powers 150M+ experiences and the fastest growing platform for discovery of dining, nightlife, and travel.

FOUNDING ENGINEER (07/2022 – PRESENT)

TECHNICAL LEAD (11/2018 – 07/2022)

Lead the development of entire technical infrastructure as a founding engineer, consultant, and technical lead at a cutting-edge short-form video platform. Direct a team of 6 while maintaining individual contributor responsibilities. Interface with investor advisors, craft/execute the technical delivery roadmap, and design systems architecture using AWS as foundation for all operations. Utilize a comprehensive tech stack including PHP, React/React-Native, Elastic Search, and JavaScript to build robust and scalable solutions. Play pivotal role in problem-solving and infrastructure management, ensuring platform's scalability and performance.

- **Engineered a revolutionary location-based video review platform from scratch**, building the entire backend infrastructure to power short-form video reviews and location-based experiences.
- **Skyrocketed user base to 60K monthly active users and 3M total users in 3 years**, earning 4.8/5 stars (18K reviews) on Apple App Store and 4.9/5 stars (2.9K reviews) on Google Play Store.
- **Saved \$50K annually** by partnering with a video processing company, negotiating terms, and integrating their solution. Eliminated need for a specialized up to \$90K hire, allowing team to focus on core platform development.
- **Instrumental in securing \$12M seed funding** by showcasing technological innovations to investors, participating in key conversations to highlight the platform's unique architecture and market potential.

- **Recovered \$60K annual revenue** by quickly diagnosing and resolving a critical flaw in the texting/email outreach system within 1 week, eliminating wasted spend on undelivered emails and texts that had persisted for months.
- **Drove innovation as core code contributor**, tackling the most complex challenges and elevating team expertise through knowledge sharing and mentorship.

PAYLOCITY • REMOTE**05/2014 – 11/2021***Award-winning provider of cloud-based HR and payroll software solutions for streamlining and automating processes.***SENIOR SOFTWARE ENGINEER**

Architected and implemented advanced solutions across the full Microsoft stack, leveraging React, Angular, ASP.NET, C#, and Entity framework. Designed and integrated code utilizing major third-party libraries to enhance functionality and performance. Delivered high-quality, innovative applications by providing comprehensive expertise in architectural design and full-stack development, from conceptualization to execution.

- **Launched a comprehensive benefits enrollment platform**, contributing as an integral team member to design and develop this critical feature over a 4-year period, expanding the product's capabilities in human capital management.
- **Developed an innovative digital handbook platform** in 1.5 years, driving architectural decisions and integrating external content, resulting in a market-ready product that streamlined company policy creation while mentoring a junior engineer to senior level.
- **Pioneered and implemented a cross-platform compatibility layer**, enabling seamless component sharing between web and mobile apps, dramatically reducing development time and setting a new standard for efficient code reuse across the organization.

EARLIER PROFESSIONAL EXPERIENCE**Senior Consultant | Wintellect, Remote (2012 – 2014)**

Architected, designed, and implemented solutions across the full Microsoft stack, leveraging ASP.NET, C#, and WCF technologies. Developed robust applications integrating NServiceBus and other major third-party libraries. Delivered high-performance, scalable systems through expert consulting on architectural design and implementation strategies.

Senior Software Developer Lead | Travelport, Remote (2011 – 2012)

Led development of a multimillion-dollar WPF application, managing 3 teams of up to 7 developers each. Implemented .NET 4.0, PRISM, TDD, and MVVM methodologies while designing and developing major components using WPF and C#. Orchestrated Sprint and Release planning activities and drove performance optimization across multiple application streams. Accountable for architectural decisions, team leadership, and ensuring delivery of a high-performance, scalable solutions.

Technical Lead | Information Control Corporation, Columbus, OH (2009 – 2011)

Architected and developed critical components for diverse projects across multiple organizations. Built an ASP.NET/AJAX spelling checker and PL/SQL database merge for Ohio Department of Insurance. Designed ASP.NET web parts interfacing with Microsoft Managed Services Engine for Ball State. Developed a financial institution's front-end website using ASP.NET, C#, WCF, and SQL Server for RC Olmstead. Mentored junior developers.

Earlier roles include Developer 1 at National City Bank and Programmer at CheckFree.

TECHNICAL PROFICIENCIES

WCF | C# | ASP.NET | .NET | .NET Core | Visual Studio | AJAX | WPF | TFS | IIS | JavaScript | XML | Microsoft SQL Server | jQuery | HTML | Test Driven Development | WinForms | ADO.NET | PL/SQL | PHP | SDLC | Silverlight | Web Services | Agile Methodologies | SOA | SQL | XAML | ASP.NET MVC | Workflow Foundation | CSS | React | React-Native | Amazon AWS | Microsoft Azure | Layered Systems Architecture | Angular | Typescript | Webpack | NPM