

BRAD SOBIE

SOFTWARE ENGINEER & PRODUCT BUILDER

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PROFILE

Software engineer with 12+ years of experience building scalable web applications and leading high-impact engineering initiatives. Proven track record of driving cross-functional alignment, mentoring teams, and delivering modern, performant user experiences at scale.

Focus: User Experience (UX), Artificial Intelligence (AI), Next.js

PROFESSIONAL EXPERIENCE

Workiva

September 2025 - Present

Staff Software Engineer

- Engineer on the AI Experiences and Integrations team building agentic AI features into the Workiva product.

CLEAR

February 2021 - September 2025

Software Engineer

January 2024 - September 2025

- Led front-end architecture for CLEAR's identity verification platform, used by companies like LinkedIn, Uber, The Home Depot, and T-Mobile.
- Built in-browser face and document capture features using real-time camera streaming and ML models, significantly improving completion rates and reducing verification time.
- Mentored engineers through RFCs, code reviews, and architectural guidance, fostering a culture of technical excellence and continuous learning.
- Architected and implemented CLEAR's design system using Chakra UI, adopted org-wide to improve visual consistency and engineering velocity.
- Partnered with product and design to streamline IDV flows, resulting in higher conversion rates and reduced user friction.
- Implemented Datadog observability, reducing time-to-debug in production and increasing system reliability.
- Built a combined TSA PreCheck and CLEAR enrollment kiosk app using Electron, React, and biometric hardware, creating a new revenue stream and boosting memberships.

Software Engineer III

February 2022 - February 2024

Software Engineer II

February 2021 - February 2022

Austin, Texas, United States

Volusion

May 2014 - February 2021

Sr. Software Engineer

October 2017 - February 2021

Austin, Texas

- Led greenfield development of Volusion's next-gen e-commerce platform using TypeScript, React, and Node.js, enabling the business to sunset its legacy stack and deliver a modern, high-performance experience to merchants and shoppers.
- Mentored junior engineers through code reviews and pair programming, fostering a collaborative and high-performing team environment.

Front End Web Developer

May 2014 - October 2017

Austin, Texas

- Built new features and enhancements for Volusion's e-commerce platform using AngularJS, improving usability for both store owners and shoppers.
- Collaborated with designers to develop premium storefront themes, contributing to the theme marketplace revenue channel.

OpenLogix Corporation

November 2012 - March 2014

Web Application Developer

Wixom, MI

- Developed hybrid mobile apps using JavaScript, HTML/CSS, Apache Cordova, and IBM Worklight to showcase the company's custom app development capabilities to enterprise clients, helping drive new business opportunities.
- Designed and implemented an internal contingent workforce management system using Backbone.js and Laravel, streamlining operations for contract employees.

SKILLS

Languages & Frameworks: TypeScript, JavaScript, React, Next.js, Node.js, GraphQL

UI/UX: CSS, Design Systems, Responsive Design, Chakra UI, Material UI, Accessibility, Figma

Tooling: Webpack, Babel, ESLint, Prettier, Storybook

Testing: Jest, Testing Library, Cypress

AI/ML: Google Mediapipe

EDUCATION & CERTIFICATIONS

Oakland Community College - Associate in Software Engineering

Certifications: Generative AI for Software Development; Agentic AI

Languages: English (Native or Bilingual)

INDEPENDENT PRODUCTS

SageGifts.ai - AI-assisted gift discovery. <https://sagegifts.ai>Studio Architect - Visual music setup planning, signal flow, and MIDI control. <https://studioarchitect.app>