

DOUGLAS ANARINO

Product-Focused Founding Engineer

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Technical Skills

Core: TypeScript, Node.js, Deno, PostgreSQL, AWS, Supabase

Frontend: Web Components, React, Vite, IndexedDB, SVG

Media: FFmpeg, HLS, Web Audio, WebRTC, AWS IVS, AWS Elemental

Infra: ECS, S3, SQS, SNS, SES, Route 53, CloudFront, Lambda, CloudFormation, API Gateway, IAM

Data: DynamoDB, Redis, Spark, Redshift, Elasticsearch, MySQL

Monitoring: CloudWatch, Sentry, Datadog, Firehose, Databricks

Additional: Ruby, Scala, C/C++, Bash, Docker, Jest, Playwright, TypeDoc, JSDoc, Geospatial, MIDI

30 years designing, building, and scaling web systems, including 15 years as a first or founding engineer at startups and 15 years operating independently. I take systems from 0 to 1, own the stack end-to-end, and partner closely with founders and clients to shape product direction and grow small, high-leverage teams.

Media Masher - Founder / Engineer

2007 to present - Bellows Falls, VT - <https://masher.media>

- Architected and deployed a web-based video editing and encoding platform with distributed backend processing
- Tackled ongoing challenges in client-side media processing, network performance, and server-side rendering
- Ported and evolved the codebase from PHP/Flash into modern TypeScript as browser and runtime capabilities matured
- Developed a flexible plugin architecture enabling deep customization of UI, workflows, and backend integrations
- Designed and implemented pipelines for encoding, transcoding, and decoding media using FFmpeg and cloud infrastructure
- Built and self-funded a SaaS platform for media ingestion, processing, and delivery, now approaching production launch

Scruff - First Engineer to Senior Engineer

2013 to 2021 - New York, NY (remote) - <https://scruff.com>

- Owned and evolved core backend systems supporting a dating platform with tens of millions of active users
- Scaled real-time event ingestion 100x to power analytics, experimentation, engagement targeting, and long-term storage
- Built a multilingual engagement platform for email and push notifications, delivering millions of messages in under 10 minutes
- Designed and deployed a robust ML-based recommendation engine driving personalized swipe and discovery experiences
- Mentored engineers and helped scale the team while improving engineering practices, testing, and documentation

Independent Product Engineer

2001 to 2007 - New York, NY

- Designed and shipped web applications, interactive commerce tools, and CMS platforms for brands, agencies, and startups
- Built a Custom Drum Shop for Latin Percussion (Fender), a storefront and iOS mixing app for Wave Music, and a Flash-based video ad editor for Vubites that evolved into Media Masher

Earlier Roles & Contract Work

1995 to 2001 - London, UK / Provincetown, MA / New York, NY

- Built networked CD-ROM and kiosk systems in Director, and later developed Shockwave applications as rich media came to the web
- Served as first engineer at agencies including AKQA, PDG, and Traction Interactive, building early web platforms for global brands