

ROYCE BROOKS

Senior Frontend / Frontend-Leaning Full-Stack Product Engineer

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Senior product engineer with 10+ years building high-scale consumer, growth, subscription, and financial product experiences across React, React Native, TypeScript, GraphQL/Relay, Next.js, Go, and Node. Most recently at Coinbase, led frontend and frontend-leaning full-stack work for Coinbase One growth and member experiences: onboarding, upsell, plan management, payments-adjacent UX, eligibility, notifications, dynamic content, experimentation, analytics, and observability. Strong product taste, high-craft customer-facing UI, fast experimentation, and AI-native engineering workflows for shipping ambiguous product work quickly.

SKILLS

Frontend: React, React Native, Next.js, TypeScript, JavaScript, GraphQL, Relay, MobX, MobX-State-Tree

Full-stack: Go, Node.js, Python, Java, SQL/NoSQL, Supabase, MongoDB, Kafka, S3, API design

Product systems: growth experiments, subscriptions, monetization, onboarding, account/member access, notifications, eligibility, dynamic content, analytics, observability

AI-native: Cursor, Claude Code, Codex, agent workflows, isolated git worktrees, rapid prototyping, AI-assisted debugging/refactoring

Leadership: technical direction, product/design partnership, code review, mentoring, async execution, technical specs, launch coordination

EXPERIENCE

Senior Software Engineer / Frontend Technical Lead — Coinbase | San Francisco, CA | 2022 - 2026

Led customer-facing product engineering across Coinbase One, MemberX, Acquisition/Retention, Retail, Wallet, and Coinbase NFT, spanning growth, subscriptions, payment-adjacent flows, notification infrastructure, React Native, web, GraphQL/Relay, Go services, experimentation, analytics, and production reliability.

- Served as frontend technical lead for Coinbase One / Member Experiences and Acquisition/Retention, driving planning, delegation, mentorship, code review, technical direction, and cross-functional alignment with Product and Design.
- Led Dynamic Presentation migration for Coinbase One across web and React Native, re-architecting client surfaces into server-driven UI systems for configurable cards, modals, copy, actions, targeting, eligibility, and experiments without repeated client releases.
- Helped introduce the new Coinbase One Basic tier after the Dynamic Presentation migration; because surfaces were eligibility/content-driven, launching a new tier required limited client changes and primarily new UI components, enrichment, and eligibility rules.
- Built Coinbase One membership, billing-adjacent, and subscription management experiences across React Native and web, including onboarding, upsell, activation, plan management, benefit discovery, partner integrations, and eligibility-driven product flows.
- Partnered with payments teams on transaction-critical UX across Coinbase One pay/manage flows, payment method selection for crypto buy/sell, credit card flows, and member benefits such as free wire transfers.
- Co-led Member Week, a first-of-its-kind company-wide subscriber growth campaign with limited-time daily drops, complex geo/eligibility targeting, experimentation, analytics, content orchestration, and coordination across multiple product teams.
- Implemented Custom Price Alerts end-to-end by designing the GraphQL contract, building Go query/mutation resolvers, and shipping the frontend; drove a 200% increase in push-reachable users and 100k+ alerts created in the first two weeks.
- Architected and owned client-side notification infrastructure for Coinbase web and React Native, supporting push and in-app notifications used by product teams across Retail and Wallet; built the in-app notification hub/UI libraries with display, actions, analytics, and logging, and migrated native push handling to Notifee for faster iteration and richer mobile APIs.
- Investigated and resolved production issues across dynamic UI enrichment, eligibility, stale navigation, subscription state, payment-adjacent flows, and analytics instrumentation, improving correctness and reliability for customer-facing financial surfaces.
- Applied Claude Code, Codex, Cursor, and isolated git worktrees to parallelize active tickets/features, accelerate debugging/refactoring, automate planning/grooming, and raise production shipping velocity while preserving code review quality.

Senior Software Engineer — Weedmaps | Remote | 2020 - 2022

Frontend lead for ecommerce ordering experiences, building customer-facing and B2B product flows with React, TypeScript, MobX, and MobX-State-Tree. Led Global Order Preference Toggle, order throttling, and order hours, improving merchant control and contributing to a 50% reduction in canceled orders. Introduced technical specs to decompose ambiguous product work, align stakeholders, and raise execution quality.

Earlier Engineering Experience — Fuze, Make School, WGU | San Francisco, CA | 2013 - 2020

Worked across frontend, backend, integrations, observability, and platform systems from intern to Senior Engineer. Built Slack integrations, Angular/React product surfaces, Java/Go services, logging infrastructure processing 1M+ messages/day, and meeting-join systems supporting 300k+ joins/month. Led teams and owned full product domains across web, API, and cloud-backed systems.

PERSONAL PROJECTS

HumanData · CTO · humandata.app

AI-native proposal workflow platform for grants, RFPs, and contracts. Built the full product end-to-end with Next.js and Supabase, including auth, database architecture, AI response generation, Grants.gov and SAM.gov integrations, opportunity tracking, document workflows, approvals, and version history.

Swing Map · Founder · swingmap.app

AI-native golf learning product that maps swing thoughts, drills, faults, fixes, and fundamentals into an interactive node-based knowledge graph. Designed the product system, UX model, and responsive web experience for exploring complex coaching concepts visually.

EDUCATION

Bachelor of Science in Computer Science — San Francisco State University