

Ethan Fuchs

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Employment

Hebbia

Member of Technical Staff

Mar 2025 - Present | New York, NY

- Full-stack frontend engineer specializing in AI-native, agentic interfaces, with expertise in React, TypeScript, and Python. Own product features from design through launch, enabling users to generate, edit, and export native documents from chat and structured data through agent-driven workflows.
- Design the architecture behind a real-time collaborative editor featuring live sync and agent-generated content, leveraging AWS infrastructure with a focus on performance, security, and agent state management.
- Operate as a deployed engineer, resolving high-priority issues and managing enterprise sign-offs while rapidly prototyping and collaborating across engineering, design, and go-to-market teams.
- Own Hebbia's agentic artifact-generation platform end-to-end, expanding it from slide generation into a multi-format agent surface; PowerPoint, Word, Excel, audio, and interactive web apps delivered across web and mobile.

Saks Global

Director of Engineering, Client Applications

Oct 2023 - Mar 2025 | New York, NY

- Led core eCommerce user experiences across web and mobile for Saks Fifth Avenue and Saks Off Fifth, managing a team of 10+ engineers focused on application design, development, release, and maintenance.
- Collaborated closely with marketing, analytics, merchandising, inventory, and logistics stakeholders, managing relationships with third-party vendors for software and tooling support.
- Drove successful agile transformations and rapid prototyping, resulting in significant improvements in user engagement and conversion through personalized homepage initiatives using deep integrations with Salesforce and third-party tools.

Peloton Interactive

Senior Engineering Manager

Jul 2020 - Jul 2023 | New York, NY

- Led the Shop domain team accountable for the primary web acquisition funnel, overseeing 20 engineers organized into multiple squads supported by 2 engineering managers.
- Responsible for achieving key company OKRs, focusing on sales growth for connected fitness units, increasing digital subscription conversion, and reducing churn for fitness-as-a-service offerings.
- Partnered with cross-functional leads to maintain development roadmaps and successfully launched several new products, including the Peloton Tread, Tread+, Bike+, Guide, and Row.

Engineering Manager

Oct 2018 - Jul 2020 | New York, NY

- Managed a team focusing on core e-commerce capabilities, growing the team from 6 to over 18 engineers.
- Led efforts to internationalize and localize the Peloton website to enhance marketing and sales in the UK and Canada.

Senior Software Engineer

Apr 2018 - Oct 2018 | New York, NY

Software Engineer

Mar 2017 - Apr 2018 | New York, NY

- Contributed as a full-stack engineer on the web acquisition team, responsible for marketing and e-commerce development for www.onepeloton.com.
- Supported the re-platforming of the web application from Angular to React using Redux and Redux-Saga with a RESTful Python API, developing integrations for analytics, experimentation, and observability.
- Built partnerships with third-party financing and payment providers, including Synchroly, Affirm, Adyen, Stripe, and Klarna.

Betterment

Software Engineer

Oct 2014 - Jan 2017 | New York, NY

- Enhanced the platform by rebuilding user-creation endpoints in Ruby on Rails, utilizing A/B testing to optimize the initial user experience and improve signup rates by over 11%.
- Engaged in product design and development for growth funnel components, leveraging personal expertise and experimental results.

Indaba Music

Senior Front-End Web Developer

Dec 2011 - Oct 2014 | New York, NY

- Redesigned the opportunities platform using modern technologies to enhance performance, stability, and maintainability.
- Led user interaction design for the website, ensuring consistent brand identity across all Indaba properties.
- Planned and executed the migration of the legacy site to a new platform, including a comprehensive user outreach strategy to boost retention during the transition.

Front-End Web Developer, Flash Developer

May 2008 - Dec 2011 | New York, NY

- Collaborated with the development team to implement functionality for a large Ruby on Rails application using HAML, SASS, and JavaScript.
- Designed and developed a dynamic site infrastructure featuring on-the-fly JavaScript class loading, reducing page size through smaller modular code components.
- Created a media playback interface with real-time commenting and waveform visualization using JavaScript and Flash.

Columbia University

Web Developer, Webmaster, Designer

Jan 2007 - May 2008 | New York, NY

- Developed, deployed, and managed the Herbert Irving Cancer Center website using a custom Content Management System.
- Created and maintained websites for conferences, seminars, projects, and departments at the Center for Computational Biology and Bioinformatics (C2B2).
- Designed and optimized digital assets for print, including magazines, flyers, and newsletters.

Skills/Competencies

Javascript, Typescript, Java, Kotlin, Ruby, Python, PHP, Swift, Objective-C, SQL

React, Redux, Angular, Ruby on Rails, Flask, Node.js, FastAPI

AWS, Kubernetes, Docker, Terraform, Temporal, Heroku, Netlify, Cloudflare, Jenkins, CircleCI, Bitrise

Smartling, Contentful, Splunk, Datadog, Sentry, New Relic, Segment, PostHog, PagerDuty, Incident.io, FireHydrant, OneTrust

Agile, Scrum/Kanban

Education

Rensselaer Polytechnic Institute

Electronic Media, Arts and Communication

Sep 2002 - Dec 2005 | Troy, NY

B.S. magna cum laude