

# Marcos Iglesias

Staff Frontend Engineer

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## Career Summary

Staff frontend engineer with fourteen years of experience building web applications for events, transportation, e-commerce, online banking, and SaaS companies. Expertise in delivering features that users love by mentoring, designing, and building data-driven products.

## Professional Experience

### Lyft – San Francisco, CA

**Staff Frontend Engineer, Data Tools & Design Systems** | July 2021 – Present

Design Systems | Part-time team member

Scope: cross-org, cross-team; a team of 11 and 98% product adoption

- Increased 29 teams' efficiency and product consistency by owning and shipping a complex and accessibility-compliant Date Picker component
- Helped meet industry standards of WCAG 2.0 and elevated the a11y best practices for all Frontend engineering and 98 products by leading a rework initiative of 10 components with our a11y consultant
- Influenced the team roadmap and focus by backlog grooming, user surveys, proposing, and getting buy-in on projects

Data and ML Platform | Frontend lead

Scope: team of up to 8 with org-level scope

- Improved customer experience and support, trust, branding, and consistency by creating org-level long-term technical and product roadmap for UI suite of applications (Harmony) by identifying needs, ideating, aligning, and getting buy-in from teams, product, and eng leadership

Verity (Data Quality tool) & Amundsen (Data Discovery and Catalog tool) | Frontend lead

Scope: teams of up to 6 members with individual product ownership

- Reduced Operational Costs via SEVs reduction and avoiding data-driven decision mistakes by increasing Verity's weekly tables checked (+400%), team adoption (+460%), weekly active users (+684%), and customer satisfaction to 92% by delivering features, releases, and promotion
- Enabled increased user productivity and adoption via raising Amundsen's WAU (+47%), user engagement (+129%), and weekly table detail views (+82%)

**Sr. Frontend Engineer, Data Tools** | April 2020 – July 2021

Data and ML Platform | Frontend lead

- Increased org efficiency by aligning products by founding the Frontend Guild and creating and getting buy-in on a mission, values, and a long-term vision and strategy.
- Enabled consistency and efficiency across four teams by creating and adopting tooling on a Data Design System
- Contributed to the success of the new org-level docs (390 WAU, 2600 weekly page views) by helping plan and migrate docs

Verity (Data Quality tool) & Amundsen (Data Discovery and Catalog tool) | Frontend lead

- Increased team productivity and focus by leading Frontend planning, milestones, and product and technical roadmaps
- Allowed easy data quality failure debugging by building Verity's UI from the ground up with ReactJS, NextJS, and Typescript and collaborating to setting the UX of the project
- Enabled trustable data, early detection of data regressions, and less expensive, error-prone backfills by contributing to the creation in Verity of 600+ data quality checks on 350+ tables over ten teams
- Facilitated cross-org data quality information sharing and optimal web performance by owning Verity's go-based GraphQL server integration

- Contributed to improving Amundsen's customer satisfaction to make it the most appreciated Data tool at Lyft by designing, planning, building, and driving the adoption of Amundsen's features with ReactJS, Sass, Typescript, Jest
- Ensured Amundsen's long-term open-source sustainability by shaping the RFC process, Governance and assisting the move into Linux Foundation.

## Eventbrite – San Francisco, CA

### Staff Frontend Engineer, Consumer | October 2018 – April 2020

- Drove 10M consumer follows and sold 1.5M tickets, rising to over 1% of the company revenue by architecting and scaling the organizer follow feature using React.js, JavaScript, HTML and CSS
- Increased engineer onboarding efficiency and knowledge sharing by leading an engineering and product-wide documentation rework initiative.

- Drove analysis, requirements, competitive landscape, and demo stages; created rollout strategy
- Collaborated cross-functionally with leadership and program managers to set processes and best practices

- Mentored two engineers and onboarded through pair programming, code reviews, and mentoring sessions
- Increased engineering organization prestige and visibility by leading the Open Source Software program

### Sr. Frontend Engineer, Marketplace | October 2017 – October 2018

- Improved site engagement and native app downloads by reworking a high-traffic email (~360M sends/year)
- Raised the click-through rate of event cards by 7.8%
- Raised product engagement by 3x by launching the event reminder feature using React.js, JavaScript, HTML and CSS
- Brought down bounce rate and increased engagement by 4.8% by improving web performance in the marketplace experience
- Mentored two engineers and helped onboarding through pair programming, TDD, code reviews, and mentoring sessions
- Increased engineering organization profile, raising traffic by 20% by leading Eventbrite's Engineering Blog program, setting up a process, and editing and releasing 34 blog posts working alongside the Comms team

### Sr. Frontend Engineer, Organizer Reporting | June 2015 – October 2017

- Increased dashboard visits by 15% by driving, implementing, and launching a redesign
- Built a new event dashboard for organizers with React, Redux, and D3.js charts
- Mentored three engineers and helped onboarding through pair programming, code reviews, and mentoring sessions
- Rose engineering organization profile and visibility by creating Eventbrite's charting library (Britecharts) with D3.js

### Frontend Engineer II, Listings | October 2014 – May 2015

- Raised conversion of the event listing page (70% of total site traffic) by 45% on desktop and 100% on mobile web, affecting millions of users by shipping a responsive redesign and re-implementation using Backbone.js/Marionette.js, Sass, and Responsive Web Design

## Education

### Universitat Politècnica de Catalunya – Barcelona, Spain

Master of Science in Telecommunication Engineering & Management

### Universitat Politècnica de Catalunya – Barcelona, Spain

Telecommunications Engineering

## Highlights

### Publications:

- "Pro D3.js", Book, Apress, 2019
- "Bringing Together React, D3, And Their Ecosystem", Smashing Magazine, 2018
- "Build Faster Websites", eBook chapter, Heart Internet, 2018

### Open source contributions:

- Creator and maintainer of [Britecharts](#), an OSS charting library.
- Core maintainer of [Amundsen](#), a data discovery and catalog tool.

Additionally, I have spoken at more than ten conferences in the last few years.