

Summary I'm David, a software engineer leader who ships consumer and B2B web products end to end. I write tech plans, design the systems, and own the code through to production with a strong product sense that shows up in design system contributions, web and mobile craft and accessibility as a default. I mentor across teams, treat AI tools as a power tool, and ship daily across multiple surfaces with a strong bias toward action.

Skills **Languages & Frameworks:** TypeScript, JavaScript, React, React Native, Next.js, Astro, Vite, Tailwind, Vanilla Extract, Sass, Storybook, Design Systems, Accessibility (a11y), Node.js, Fastify, GraphQL, Prisma, PostgreSQL
Infra & Tooling: Vercel, Cloudflare Workers, AWS, CI/CD, Vitest, Jest, Cypress, Claude Code, Cursor, MCP

Education University of California, Berkeley – Sociology – 2011

Experience

Wander

Sep '25 – present

Staff Product Engineer – Remote

- Led full redesign of the consumer marketplace (home, search, property pages, mobile checkout) on a new design system; drove 8% lift in property to checkout conversion (~\$2.3M/year incremental GBV)
- Owned Discounts end-to-end including Prisma schema, Fastify APIs, operator dashboard, and guest checkout across Next.js consumer site and a multi-tenant Astro platform; built per-line-item allocation logic for stacked coupons
- Built host Listings editor (backend APIs + React dashboard) enabling self-serve property edits; launched direct-booking channel generating ~\$100K/month by bypassing Airbnb/Vrbo commissions
- Rolled out property-specific cancellation policies and house rules across web, mobile, and partner sites; extended backend data model for tiered policies
- Contributed reusable booking-flow primitives to the shared design system, adopted across operator dashboard, marketplace, and partner sites
- Introduced CI pipeline for frontend performance regression, surfacing bundle size and Lighthouse deltas on every PR

Nextdoor

Jul '24 – Aug '25

Senior Software Engineer, Ad Formats & Foundations – Remote

- Migrated all US ad formats off Google Ad Manager to Nextdoor's proprietary platform; retained \$2M/year in ad revenue and removed a deprecated dependency
- Refactored the highest-traffic ad slot rendering pipeline; cut time-to-render ~30% and improved above-the-fold viewability (projected \$200K+/year incremental revenue)
- Designed unified ad formats architecture; consolidated every format into a shared library adopted across the monolith and Ad Manager
- Integrated LLM to pre-fill ad descriptions and image metadata; reduced manual entry time ~40%
- Shipped Carousel format, Multiple Choice Lead Gen fields, and multi-aspect-ratio support (16:9, 1:1, 1.91:1)
- Built smart-cropping tool on Cloudinary AI; won peer-voted company Hackathon
- Owned Cypress E2E and Storybook visual regression for every web ad format, reducing regressions

Yahoo

May '23 – Jun '24

Senior Software Engineer, Fantasy Sports – Remote

- Led React Player Card initiative on a high-traffic fantasy surface, integrating Sports Design System with internal player-stats APIs
- Modernized Fantasy Football Draft and Matchup Recap; embedded LLM-generated content and migrated UI from PHP monolith to React
- Designed internal moderation framework to validate LLM output for quality and compliance, enabling safe AI rollout at scale
- Architected Google Ad Manager integration across PHP monolith and React repos; lifted ad viewability scores 12% across tens of millions of monthly pageviews
- Spearheaded fantasy sports app redesign with modern charts, modular React, and utility-class patterns

Lyft

Oct '21 – Apr '23

Senior Software Engineer - Memberships – Remote

- Tech lead for Lyft Pink: owned consumer web sales flow, checkout, and internal tooling end-to-end
 - Built mobile webview experiences for Lyft Pink checkout and management, embedded in native iOS/Android apps for millions of riders
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	▪ Rebuilt membership flow into a reusable subscription platform powering internal teams (Transit, Bikes & Scooters) and partners (Chase, CitiBike, GrubHub, Delta, Amazon) ▪ Migrated CX & Trust tool to current infra and consolidated membership data; reduced support handling time 40% and cancellations 15% ▪ Migrated web services to Lyft's in-house Node architecture; lifted SEO, performance, and a11y Lighthouse scores from ~60 to 95+ ▪ Conducted 100+ technical interviews; led interview improvement groups on accessible interviewing and grading criteria
Twitch	Front End Engineer II (L5) - Creator – Irvine, CA Remote
Mar '18 – Sep '21	▪ Led architecture migration of Creator Experience platform from .NET/jQuery to Go/React with full redesign aligned to internal design system ▪ Led Creator Dashboard analytics suite (Stream Summary, Achievements, Discovery, Engagement, Earnings); abstracted a reusable graphing component adopted across applications ▪ Sole frontend engineer across 5 applications, 4 built from zero to production ▪ Integrated YouTube and Amazon APIs into reports and visualizations using D3, SVG, Highcharts ▪ Introduced TypeScript and Jest/Enzyme; enabled CI with 99.9% uptime ▪ Implemented Apollo Client wrapper for state management, query/mutation handling, and JWT auth
Solver	Developer – Los Angeles, CA
Sep '16 – Feb '18	▪ Led page-by-page migration from AngularJS to Angular 5 with a zero-downtime deprecation strategy ▪ Cut initial bundle size from 20MB to 2.5MB and TTI from 17s to 5s via lazy loading, AoT compilation, and tree shaking
Switchfly	Web Developer – San Francisco, CA Remote
Sep '12 – Aug '16	▪ Built reusable component architecture that reduced client branding from 80 hours to 2 hours, enabling rapid sales demos for clients including JetBlue, Southwest, United, American Express, and Mastercard ▪ Automated 200+ test cases via a Fluent interface on Selenium/Jenkins, cutting QA regression time from 60+ hours to ~30 minutes
Interests	Basketball, the Señor Sisig California spicy pork burrito with egg, puzzles, nature, and the Los Angeles Lakers