Anthony Mendoza

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EXPERIENCE

Software Engineer II, WeTransfer   **Oct 2023 – Present**
- Joined as the second engineer on a new commerce team focused on subscription growth and retention.
  - Led the Frontend and backend implementation of four new subscription plans in our checkout flow and redesigned our pricing page to reflect the updated pricing models.
  - Worked as a project lead to introduce a new pricing model for Latin American markets, achieving an 11% lift in paid subscriptions in Mexico and Brazil.
- Drove an initiative to allow users to upgrade their subscriptions to yearly billing cycles or higher tiers.
  - Engineered a new upgrade endpoint, collaborating with the billing team for rigorous testing and successful implementation.
  - Created a manage plan page for comprehensive subscription control, leading to a 3% increase in yearly subscriptions.
  - Developed an upgrade flow on the pricing page, enabling direct user upgrades with credit and coupon integration.
  - Established a new retention metric for upgrades, facilitating marketing campaigns to boost yearly plan upgrades.
- Led multiple team initiatives to improve processes, developer velocity and accessibility.
  - Partnered with EM and Director to draft a comprehensive team-level on-call proposal, defining responsibilities and SLAs.
  - Established a Product/Engineering working agreement, enhancing processes for cross-functional team collaboration.
  - Transitioned client-side components to utilize Next.js server-side rendering, improving FCP.
  - Conducted an accessibility audit for the checkout flow, implementing fixes to achieve a 96% Lighthouse score.

Software Engineer, Twitter   **Feb 2021 – Feb 2023**
- Member of the web UI team where we drove the component library that powered Twitter.com
  - Partnered with stakeholders to port and integrate new components into the component library.
  - Improved developer velocity by 30% by building an internal tool similar to React-Docgen for automated prop documentation.
  - Built a slackbot to automatically triage incoming bug reports, feature requests and questions that would get added to our on-call backlog.
- Led a framework upgrade for Twitter.com and seven adjacent codebases from React Native Web .16 to .18
  - Collaborated with external teams to ensure a bug-free launch.
  - Fixed accessibility, styling, and language reading direction issues, increasing accessibility coverage by 4%.
- Driver of a navigation header bar redesign for Twitter.com.
  - Aligned web UI with mobile clients by adding a subtle blur animation to headers, enhancing user experience.
  - Reduced visual fatigue and increased tweet and advertisement viewing space for web users by 10%.

TECHNICAL SKILLS

Programming Languages: Javascript (Advanced), Typescript (Advanced), Python (Familiar), SQL (Advanced)
Technologies: React, React Native, Jest, Next.js, Express.js, Nest.js, GraphQL, Valtio, Redux, BFF model, Tailwind.

EDUCATION

Technical Diploma, Fullstack Web Development, Flatiron School   **Apr 2020 – Aug 2020**
AS, Computer Science, Queensborough Community College   **Jan 2018 – Jan 2020**