

Alexander Rodriguez

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WORK EXPERIENCE

Webflow » Senior Software Engineer 2022-Present

- Tech lead for [Library Push Updates](#), letting enterprise customers push library updates across sites in bulk; lifted up-to-date install rate from ~50% to ~80% and nearly doubled Q1 adoption growth.
- Unblocked 2.2k+ libraries from Webflow's two template distribution channels as sole engineer; drove scoping to include paid Marketplace templates, with workspaces using libraries growing 25%.
- Led a cross-functional team of frontend and backend engineers to enhance the [Variables feature](#), collaborating across Product, Design, QA, and Data teams. Built an accessible drag-and-drop interface with bulk actions. Boosted variables adoption from ~26% to 30%. Post-GA, implemented list virtualization, improving initial render speed to ~60fps.
- Spearheaded a [redesign of the Style Panel](#) with two other engineers, collaborating with the Design Fellow, Senior Director of Product, Education, Product Marketing, and Data teams. Created a five-month project roadmap from an extensive set of designs, requiring significant rewrites of key UI components in one of Webflow's most heavily used areas.
- Drove the launch of [Quick Stack](#), simplifying the process of building sections in Webflow, resulting in an activation lift of 2-3%. Because of its ease of use, 40% of new users who create a blank website and add an element choose to use Quick Stack.
- Shipped growth experiments focused on activation, including a new segmented onboarding process, which generated an incremental ARR of approximately \$650K-\$900K.
- Built an Align Box UI and wrote about its accessibility on the [Webflow Engineering Blog](#).

DreamWorks Animation » Software Engineer II 2019-2022

- Developed and maintained web applications supporting a cloud-based production pipeline, collaborating with platform and infrastructure teams to support large-scale internal workflows.

TechStyle Fashion Group » Front-End Developer 2016-2018

- Improved mobile-first, responsive product templates leading to an overall lift in metrics.

EDUCATION

University of California, San Diego » Bachelor of Science in Computer Science 2011-2015

- SWE internships at Goldman Sachs, CODE2040, and Thermo Fisher Scientific.

TECHNICAL STACK

Frontend	React, TypeScript, HTML, CSS, Next.js, React Query
Backend	NodeJS, Express, MongoDB, Postgres, Redis, S3, SQS
Testing	Jest, React Testing Library, Cypress, MSW
Observability	Statsig, Datadog, Segment, Amplitude, OpenSearch