

# Alec Kriebel

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## EXPERIENCE

### Shift Technologies

Shift (NASDAQ: SFT) is an automotive e-commerce platform that makes buying and selling cars fun, fair, and accessible to everyone.

#### Engineering Manager *(ReactJS/Go/PSQL)*

DEC 2019 - PRESENT

- Leading the Shopping engineering team as the tech lead & engineering manager; using React on Typescript & Golang + Postgres
- Planned, roadmapped, and ran cross-functional projects with my team's embedded designer, product manager, & data scientist
- Rebuilt Shift's product landing page ([shift.com/cars](http://shift.com/cars)) from scratch & moved product filtering to backend from frontend; used server-side rendering to increase performance. Decreased web page load times by 52%, decreased bounce rate by 8%
- Product-managed Test Drive Filter AB test, a feature that lets users filter out cars that they can't test drive; increased conversion to purchase on Shift's product landing page by +12%
- Collaborated with data science, design, & product to build the Car Finder Quiz. Users completing quiz are 3x more likely to convert
- Led a variety of AB tests, experiments, and product changes to increase conversion to engagement and lead capture
- Integrated 360° photos into product detail pages; worked with Ops team to define new photo capture & upload process
- Created SEO improvements roadmap for team to execute. Included CMS, meta content changes, & site speed improvements

#### Software Engineer *(ReactJS/Go/PSQL)*

JUNE 2019 - DEC 2019

- Full-stack engineer on the Buyer product team; used React + Redux on Typescript in the frontend & Go + Postgres on the backend to build products customers love & drive business results
- Built Shift's first "buy online" purchase channel, letting customers purchase without a test drive. Became 10% of all sales, worth millions in revenue after launch. Grew 10x YoY to tens of millions in revenue, 25% of all sales currently
- Built optimizer to assign employees to highest value appointment types based on past performance; increased test drive purchase rate by 3%. Used constraint programming via OR-Tools to optimize. Created Airflow task to compile performance data
- Modified product landing page to show all cars from all regions, increasing available inventory to users by ~3x

### Pandora Radio

Pandora was the largest music streaming service in the United States. As an iOS dev, I worked on the iOS app's monetization

#### Senior Software Engineer *(Swift/Objective-C)*

APR 2019 - JUNE 2019

- GMA SDK - Migrated all of Pandora's display ads, worth \$100M's yearly, to a new ad format that unlocked programmatic viewability, native ads, and more.

#### Software Engineer *(Swift/Objective-C)*

JUNE 2017 - APR 2019

- Premium Access - played a critical role in building Pandora's free on-demand streaming ad product that had 10M+ monthly active users and drove millions of ad revenue as of 2019
- Unified the Pandora iPhone and iPad apps into a combined interface adding high-value features and ad products for iPad users

## PROJECTS

### InstantCustom LLC. (2017)

- Founded and built InstantCustom web platform that allowed online sellers to drop ship customized goods made by us
- Built web platform in Ruby on Rails using Spree and Postgres, hosted on Heroku. Built internal web-based fulfillment tool using Python Flask web server. Stored image uploads in AWS s3, processed images post-upload with AWS Lambda

### Freelance iOS developer (since 2010)

## EDUCATION

### University of California, Irvine, B.S., Computer Science

SEPT 2014 - JUNE 2017

Graduated with a B.S. in Computer Science from the Donald Bren School with a ~3.5 GPA in 3 years. Active in Entrepreneurship. Won "Best Education Hack" at Hack UCI 2017.

## LANGUAGES

ReactJS

Go

Typescript

Javascript

HTML

CSS & SASS

Python

SQL

Redux

Swift

Objective-C

C/C++

## TECHNICAL SKILLS

Full-stack web development

Amazon AWS

iOS Development

Git

AB Testing

REST API web services

Product experimentation & Feature flagging

Caching with Memcache & Redis

Heroku

Xcode

## SKILLS

Leadership

Engineering Management

Consumer Focus

Problem Solving

Cross-functional Collaboration