Liam Sarsfield

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WORK EXPERIENCE

Automattic   **Jan. 2025 – Present**
Software Engineer   *Remote, IE*

- Lead engineer for [Jetpack Boost's LCP Image Optimization](#) feature, in which I developed an automated system to identify and optimize Largest Contentful Paint (LCP) elements on web pages.
  - o **Key Result:** Increased performance/Core Web Vitals scores for 100,000+ WordPress sites by reducing their LCP times by up to 50%.

WP Engine   **May 2022 – Dec. 2024**
Senior Software Engineer | October, 2023 – Dec. 2024   *Remote, IE*

- Led the engineering expansion of WP Engine's Stripe Connect solution to support Buy Now, Pay Later payment methods for customers.
  - o **Key Result:** [WP Engine's Stripe Connect solution now supports Buy Now, Pay Later](#). This further empowered WP Engine customers by increasing their store's cart conversion by up to 14%.
- Integrated Google Cloud Tracing within WP Engine services, where I identified performance opportunities and refactored architectural patterns with the purpose of reducing latency.
  - o **Key Result:** Increased performance by up to 70% for customers under certain use cases.

Software Engineer | May, 2022 – October, 2023

- Prior to my promotion to Senior Software Engineer, I was responsible for delivering the frontend implementation for [WP Engine's Stripe Connect solution](#).
  - o **Key Result:** $10,000,000+ Gross Merchandise Value (GMV) processed through Stripe Connect for merchants onboarded within the platform.
- Took on the role of Agile Advocate for a newly formed engineering team. I was responsible for guiding the team to ensure Agile best practices were followed.
  - o **Key Result:** Team transitioned from Scrum to Kanban. Ticket cycle time decreased by ≈15% and ticket estimation accuracy increased after transition.

Mackessy Technology   **Mar. 2020 – May 2022**
Software Engineer   *Limerick, IE*

- Integrated a third-party Vehicle AI Damage Analysis product into Mackessy Technologies services.
  - o **Key Result:** Adopted by vehicle engineers within Engineer Inspection Reports for assisting in the analysis of vehicles involved in accidents.

CourseCo - Ideabubble   **Mar. 2019 – Mar. 2020**
Web Developer   *Limerick, IE*

- Expanded upon the product's messaging functionality by allowing administrators to bulk message contacts within their content management system.

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Professional Cloud Architect - Google Cloud Platform; Certified ScrumMaster
- **Skills:** HTML; CSS; JavaScript; TypeScript; React; Vue.js; jQuery; GoLang; PHP; Laravel; WordPress; PostgreSQL; MySQL; Google Cloud Platform; Kubernetes; GitHub Copilot; Claude Code; OpenAI Codex
- **Interests**: Formula 1; Travelling; Walking; History; Video games

EDUCATION

Technological University of the Shannon   **Sep. 2019**
Bachelor of Science in Internet Systems Development (L7)   *Limerick, IE*