



she / her / hers

✉️ holairis@gmail.com

.linkedin.com/in/superiris

github.com/superiris

With 15+ years of experience in web products, initially as a designer, later as a frontend developer and most recently as a tech leader and people manager.

My varied roles and diverse experience have earned me a nuanced and comprehensive perspective on how web products and projects can be successfully architected, built, and led. Passionate servant-style leader, with a focus on a feedback culture and fostering diversity, I enjoy leveraging tech to solve problems.

Currently I am working at Meta, developing on cutting edge frontend technologies on a daily basis, and leading a team of talented and diverse engineers.

## Management Skills

### Leadership / team management

Team growth, servant leadership, conflict handling, performance management

### Talent growth

Coaching, mentoring, training

### Project management

Planning, Agile (Scrum, Kanban), roadmap creation, strategy

### Hiring management

Selection, interviews, evaluation

### Stakeholder management

Bridging product, design and tech

## Tech Skills

### Software architecture

System design, scoping, best practices

### Vanilla Javascript

ES6+, OOP, Functional programming, Node

### CSS

SASS, CSS Modules, Bootstrap

### JS Frameworks / libraries / state managers

ReactJS, Express, RiotJS, Redux, jQuery

### Frontend tooling

Webpack, Gulp, Razzle, SSR

### Databases

MySQL, MongoDB, Cloud Firestore

### GraphQL

Apollo, Relay

### Testing

Jest, Nightmare, Nightwatch

### Other skills

Design, User Experience, Animation, Illustration, Wordpress, ActionScript 2/3

## Professional Experience

### META - Silicon Valley, U.S.A.

#### Senior Software Engineer [May 2022 - ]

- **Ads efficiency:** Led and architected solutions to improve the user experience and efficiency of Ads Manager platform, reducing the bounce rate and improving the advertisers' experience.
- Mentor and coach of multiple developers, focusing on career growth and increased performance.

### BOOKING.COM - Amsterdam, The Netherlands

#### Engineering Manager [June 2021 - May 2022]

- **Advertising Solutions:** Focused on creating a new product in an unexplored area for the company. Led a high performance team of engineers in a fast paced environment, designing and building a system that contributed to a relevant revenue increase.
- Managed the integration of two third party providers and leveraged outsourced and in-house talent, actively participating in tech and product recruitment.

#### Team Lead and Frontend developer [April 2019 - June 2021]

- **Connected Stay Track:** Expanded manager role to lead two teams, focused on online check-in and property access to Booking guests.
- Became **TL of both department teams**, worked on growing them, encouraging personal development and applying agile practices to increase team performance, contributing to create an environment where everyone could thrive.
- **Emerging Markets / Localisation:** Focused on growing our product for the Indonesian market, supporting the team and strategizing new tech solutions to increase our reach, learnings, and market share.

#### Frontend developer [November 2017 - April 2019]

- **Emerging Markets / Localisation:** Designed the Frontend architecture and tech plan of a whole new product focused on the Indonesian market. Contributed to a large portion of the implementation.
- Worked on legacy code in BE templates with jQuery, and also ReactJS, SSR and micro-frontends paradigm.
- **Active contributor to the company's FE community:** Lead organizer for 'Frontend United', an in-house company annual conference. Organized and brought in Google speakers with tech talks for the dev community, and participated in company-wide initiatives in addition to work for my team.

### GLOBANT - Mexico City, remotely with India and U.S.A.

#### Senior UI developer advanced [May 2017 - October 2017]

- Defined new standards and participated on technical discussions to define strategies with the local tech team and a remote counterpart in India for client Realogy, a real estate company in the U.S.A.
- **Modernized the tech stack** towards a component-based architecture.

## Formal Education

### Master in IT Administration (graduated with honors)

Instituto Tecnológico de Estudios Superiores de Monterrey, Mexico  
2016-2019

### Master in Electronics Multimedia (graduated with honors)

Universidad Simón Bolívar, Mexico  
2003-2005

### Bachelor in Graphic Design (graduated)

Universidad Intercontinental, Mexico  
2001-2005

## Languages

### English

Fluent

### Spanish

Native

### Dutch

A1

## ELEMENT.COM.MX - Mexico City, Mexico

### Director of technology and innovation [June 2014 - May 2017]

- Lead the tech department, a team of 8 developers with different specialties.
- Unique opportunity of helping the company grow from a 10 person studio into a full service agency of more than 130 employees
- **Defined and planned all tech projects**, from viability analysis through architecture, tech and tools selection, as well as definition of tech standards. Followed up every step of the development process.
- **Lead tech recruitment**, evaluated and hired candidates as needed, as well as evaluated team members' performance and trained them in technical subjects.
- Managed department budget, created reports, performance analysis, took care of administrative issues.
- **Founded the Innovation Lab**, as a side project, where programmers created experiments and prototypes that later came to fruition as business opportunities.

### Tech Lead for Research & Development [November 2011 - June 2014]

- **Research and implementation of new technologies** in the area of R&D. I worked together with the creative department to find innovative ways for materialising ideas and projects. I created demos and prototypes that were later presented to clients and implemented within real life projects.

### Senior Web developer [October 2007 - June 2014]

- Fullstack web development with HTML, CSS, JS, jQuery, PHP, MySQL, AS2, AS3, NodeJS.
- Specialized in frontend development for interactive projects made for brands such as Warner, Sonrics, Ford, HSBC, Nestle, Samsung, Telcel, The Home Depot, among many others.
- **Won IAB for best website** for Doritos.
- **Won IAB for best advergame** for Warner - Batalla 300.

## INTERALIA.NET - Mexico City, Mexico

### Web designer [October 2005 - April 2007]

- Designed, coded and maintained the official Nike Running Mexico site, as well as a couple other micro-websites for Coca-Cola and Powerade.
- Designed and animated advertising banners for multiple clients.