

Autumn Fjeld

ENGINEERING MANAGER

Sydney • American & Australian Citizen

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Hello World

I have over 10 years of experience in software engineering and technical leadership, most recently managing a distributed team of senior engineers at Automattic's WordPress.com, where I fostered a culture of ownership and continuous feedback, coaching engineers to develop their unique strengths while creating processes that enabled high-performance teams and excellent remote collaboration. I led engineering efforts on both the consumer-facing product and the platform layer, optimizing onboarding flows, improving dev tooling, building APIs, improving analytics pipelines, and strengthening CI/CD and testing practices. I translated business requirements into roadmaps, articulated difficult trade-offs, owned scoping and delivery, and jumped in to unblock work at any level that needed help.

Work Experience

WordPress.com @ Automattic

Remote (based in Sydney)

PRODUCT ENGINEERING MANAGER

July 2020–April 2025

Automattic is the company behind the WordPress ecosystem that powers 43% of the world's websites. I led a distributed team of senior engineers, managed team leads, co-owned roadmaps with design and data, and directed large multi-team initiatives. Tech: React, JavaScript, PHP, MySQL, [wp-calypso](#)

SOFTWARE ENGINEERING & DELIVERY

- **Optimized the signup and onboarding funnel** in a high-traffic, technically complex product with diverse customer segments (blogger, small business, e-commerce). Partnered with product and design to run experiments (step ordering, paywall placement, segment-specific paths) and iterated on behavioral analytics (drop-offs, refunds, early churn) to improve conversion and revenue.
- **Launched the Design-Your-Own site builder**, the precursor to [WordPress.com AI site builder](#). Increased engagement in customer onboarding by creating invested users early in the onboarding funnel. Measured success via customer interviews, behavior analytics, and visual review of the hundreds of sites of converted (paid) customers. Featured in [blog post](#) and [WordCamp Sydney 2024](#).
- **Led the Content Modeling plugin development**, an agency marketing initiative that showcased our creative leveraging of the latest WordPress core APIs and Editor capabilities to build a new [content creation tool](#). Generated business opportunities by demoing to agencies to boost WordPress.com's appeal to technical customers. Generated excitement in [the open source community](#).
- **Directed a platform-wide UI and IA simplification initiative** decoupling WordPress.com hosting from WordPress core site-building features in high-traffic platform. Required meticulous analysis of entangled functionality, feature usage, revenue data, and collaboration across multiple WordPress ecosystems. See announcements [new-wp-admin](#) and [hosting-dashboard](#).
- **Shipped platform and developer tooling** to support agency and dev customers, including site management APIs, bulk plugin management tools, dev workflows, and launched rapid product changes based on critical customer needs.
- **Guided improvements to CI/CD pipelines**, automated testing, and observability by prioritizing engineering time to address gaps identified by the team, such as adding mobile E2E testing to match desktop coverage.

TECHNICAL LEADERSHIP & PROCESS

- **Established an environment of team excellence** in a globally distributed company, setting up agile team process, GitHub board project planning and task execution tracking, metrics dashboards, QA process, and structured retrospectives that improved productivity and team cohesion.
- **Developed engineering leads** by providing structured feedback, growth plans, and coaching on decision-making, cross-functional collaboration, and technical strategy; helped promote two engineers to lead roles.
- **Introduced data-driven workflows** by partnering closely with data science to analyze feature usage and onboarding drop-offs. Created internal analytics training for engineers that improved data literacy and developed a data-driven culture.
- **Created a customer outreach program**, partnering with support and product teams to contact users, structure interviews, and synthesize insights into actionable product improvements; created a repeatable playbook adopted by other teams.

ustwo Digital Design Agency

Sydney, Australia

PRODUCT ENGINEER

January 2018–June 2020

ustwo is a global digital design agency serving world class clients, creators of the award-winning app game Monument Valley. I was a product engineer working in small product teams that delivered bespoke software solutions to clients.

- **Create with Google** (now [Think with Google](#)) Delivered two projects under Google's infrastructure standards. Managed dev-side stakeholder/client management. Primary full-stack engineer for the YouTube Mockup Tool (GAE, Python, Webapp2, Angular) and technical lead on the CMS rebuild of the Create with Google website (GAE, Python, Jinja).
- **Qantas Airlines (Loyalty Division)** Designed and implemented backend architecture for the Qantas Card Companion mobile app (React, Node.js, TypeScript, GraphQL, DynamoDB, AWS, Microservices). Led compliance for rigorous enterprise security and QA practices. GitLab, Jira for project management.
- **Cochlear** Developed a pilot mobile app to make use of medical device data to assist recipients in maximizing functionality of their hearing implant device. Responsible for Python back-end, data crunching, and shepherding through AWS security architecture per medical and regulatory standards.
- **BlueCats** Led development in a small design/build team for company website, mobile and desktop responsive. Sole engineer responsible for all technical decisions in the tech stack, build pipeline, and hosting. (Angular7, hosted on Netlify, with Contentful CMS).
- **Lumi** Built a mood responsive lighting system for our office with smart lights and Google Home (React, Web Speech API, Node.js, WebSockets, AWS Lambda function, Dialogflow, Mobile and Desktop). Documented in a [blog post](#).

TalentBin by Monster.com

SOFTWARE ENGINEER

San Francisco, CA

April 2016–October 2017

Talentbin is a recruiting tool that aggregates social media profiles into a single data source. I was a full-stack engineer with front-end focus.

- Built enterprise recruiting web application and chrome extension as a full-stack software engineer, with front-end emphasis. (MySQL, Java, PHP, JavaScript, Backbone, Ractive, Python, AWS)
- Refined agile processes and tooling workflows (GitHub, Slack, Zapier). Modernized code infrastructure as the company evolved from scrappy startup to a more structured organization.
- Mentored computer science interns, guiding them through the complexities of a large codebase and front-end web development.

Ziploop Mobile Shopping

FRONT END DEVELOPER

Orinda, CA

April 2014–April 2016




The Ziploop mobile app processed receipts and connected users to retail rewards. As part of six-person startup I contributed as both a front-end engineer and an ad-hoc designer.

- Built front-end components of mobile consumer app and two enterprise sites and worked closely with founders to craft UI/UX. (Angular, Express, Mongo, Node).
- Improved code architecture by introducing Angular and SASS best practices. Optimized build processes (grunt, gulp, git, unix scripts).
- Solved load time problems for large list of images, optimizing quality and performance; continually strove for pixel-perfect UI/UX.
- Supervised two junior engineers and an assistant to develop her technical graphic design skills.

AI Projects

PERSONAL PROJECTS IN AI, LLM, CODE GENERATION

2025

- **AutBot** A retrieval-augmented generation (RAG) app that responds to queries about my work experience. Built with LlamaIndex and OpenAI. [autbot.vercel.app](#). | Stack: Python, React, LlamaIndex, OpenAI API, Vercel  [AutBot](#)
- **AI StylePress** A WIP AI design tool that fetches a user's WordPress.com blog content and generates a personalized frontend layout from natural language prompts. | Stack: TypeScript, React, OpenAI API  [ai-blog-stylepress](#)
- **WordPress Frontend Playground** Experimental playground using Bolt to prototype AI-assisted frontend designs for WordPress blogs. Stack: TypeScript, React, Bolt.new, WordPress API  [bolt-wordpress-blog-design](#)

Skills

Product & Process

Agile, Roadmapping, Prioritization, Estimation, Scope management, Distilling ambiguity, Figma, UX analysis

AI Tools

Cursor, Bolt.new, Perplexity, ChatGPT, LlamaIndex RAG Apps

Behavioral Analytics

A/B Testing, Experiments, Funnel analysis, Superset, SQL, Product surveys, User research

Leadership

Resilience, Stakeholder management, Cross-functional leadership, Performance management, Team building

Product Strategy

Product launches, Go-to-market strategy, Customer segmentation, Customer obsessed

DevOps

E2E testing, Structured QA, Observability and instrumentation, Incident response, Release management, CI/CD

Languages

TypeScript, JavaScript, Python, HTML/CSS, PHP

Education

Hack Reactor

SOFTWARE ENGINEERING IMMERSIVE IN JAVASCRIPT & FRAMEWORKS

San Francisco, California

University of California at Berkeley

PH.D. & M.S. IN MATERIALS SCIENCE AND ENGINEERING

Berkeley, California

Arizona State University

B.S. IN CHEMICAL ENGINEERING

Tempe, Arizona

Talks & Blog Posts

CONFERENCE & COMMUNITY TALKS

- 2025 WordCamp Asia • [Content Modeling: Custom Post Types and Custom Fields in the WordPress Editor](#)
- 2024 WordCamp Sydney • [Design for Devs](#)
- 2020 Intl. Women's Day Symposium • [Women's Work: A History of Computer Programming](#)
- 2018 Sydney Design Festival • Exploratory design case for communication with the first Mars settlements

BLOG POSTS

- 2024 WordPress Site Building • [Concept to Creation: Custom Theme Designs Just Got Easier](#)
- 2024 WordPress Security • [Inside WordPress.com's World-Class Security Features](#)
- 2024 WordPress Themes • [Create a Stellar Resume Using Any WordPress Theme](#)
- 2018 Internet of Things • [Turning Language into Light](#)