Autumn Fjeld

PRODUCT ENGINEERING LEAD • TECHNICAL PRODUCT MANAGER

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Seeking a challenging Product Manager role.

Hello World

I have over 10 years of software development and product management experience, from building greenfield full-stack apps to shipping at global scale. At WordPress.com, I led senior engineering teams and ran complex projects that required managing design, development, data analytics, stakeholder alignment, and customer/community outreach. I'm a force multiplier who turns ambiguous vision into tangible impact. My Ph.D. in the sciences taught me to approach problems by questioning assumptions and always seeking the "why," a mindset that I bring to product strategy and decision-making. I'm proud that my teammates appreciate my ability to make connections, be genuine and open, and foster an environment that builds high-performing, cohesive teams and quality software.

Work Experience

Product Engineering Lead · WordPress.com @ Automattic
Remote

THE WORDPRESS PLATFORM RUNS 43% OF THE WORLD'S WEBSITES.
July 2020–April 2025

Automattic is the company behind dozens of software products, primarily the WordPress ecosystem. I was an engineering team lead who led complex initiatives and delivered improvements in the WordPress.com onboarding and new user experiences.

- **Evolved the signup and onboarding funnel**, via iterative development in the steps where new users create accounts, select domains and pricing plans, and begin their site-building journey. Balanced user experience with business impact in a technically complex product, experimenting with funnel steps like paywall placement and niche onboarding pathways. Drove changes based on behavioral analytics (drop-offs, refund rates, early churn) and qualitative feedback, optimizing for conversion and revenue.

- **Launched the Design-Your-Own site builder,** the precursor to WordPress.com AI site builder. Drove engagement in customer onboarding, by creating invested users early in the onboarding funnel. Measured success regularly via customer interviews, user behavior analytics, and visual review of the hundreds of sites of converted (paid) customers. Featured in a WordPress.com blog post and WordCamp Sydney 2024 talk.

- **Directed a platform-wide UI and IA simplification initiative,** decoupling WordPress.com hosting from WordPress Core site building features. Required meticulous analysis of entangled functionality, feature usage and revenue statistics, and collaboration across multiple WordPress ecosystems to ensure methodical product consolidation. See announcements new-wp-admin and hosting-dashboard.

- **Led the Content Modeling plugin development,** an agency marketing initiative that showcased our creative leveraging of the latest WordPress features to build a new content creation tool. Created business opportunity leads by demoing the project to agencies as a proof of innovation and to boost WordPress.com's appeal to technical customers. Generated excitement in the open source community on the potential of new Editor features.

- **Led as a force multiplier**, creating high performing teams who were given the hard projects. Introduced product analytics training, customer outreach processes, made every team meeting a place for feedback and introspection, developed new leads, and ensured my team was never siloed or satisfied with just what was assigned to us.

- **Engaged with the community**, leading in-product customer interviews, usability sessions, and behavior analysis, in addition to creative local and global outreach. At conferences like WordCamp I volunteered, worked booths, gave feature-focused talks, and ran impromptu guerrilla usability tests with attendees willing to show me how they used the product. These conversations often revealed friction points and unmet needs that didn't surface in analytics alone.

Product Engineer · ustwo.com
Sydney, Australia

DIGITAL DESIGN STUDIO
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** (Rebranded to 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 CMS rebuild of the Create with Google website (GAE, Python, Jinja).

- **Qantas Airlines** Designed and implemented backend architecture for a frequent flyer app (React, Node.js, TypeScript, GraphQL) hosted on AWS. Collaborated directly with Qantas tech leads and ensured compliance with rigorous enterprise security and QA practices.

- **Cochlear** Developed a pilot 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. 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 fun, mood responsive lighting system for work office with smart lights and Google Home (React, Web Speech API, Node.js, WebSockets, AWS Lambda function, Dialogflow). Documented in blog post.

Software Engineer · TalentBin by Monster.com

ENTERPRISE RECRUITING SOFTWARE

San Francisco, CA

April 2016–October 2017

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

- Built and maintained enterprise recruiting web application as a full-stack software engineer, with front-end emphasis. Frontend: MySQL, Java, PHP, JavaScript (Backbone, Ractive). Backend: Java, Python, MySQL, AWS.
- Proposed new agile processes, technical communication tooling (git, slack, zapier, etc.), and code infrastructure with modern frameworks to replace, or coexist with, legacy code as the company evolved from scrappy start-up to a more structured organization.
- Built a chrome extension app: a mini-version of our main site that pulls data from social network sites to match profiles in our database.
- Mentored computer science interns, guiding them through the complexities of a large codebase and front-end web development.

Front End Developer · Ziploop

MOBILE SHOPPING ORGANIZER AND RETAIL PORTAL FOR RETAILER TO CONSUMER REWARDS

Orinda, CA

April 2014–April 2016

The Ziploop App let users upload receipts and receive retail rewards. As part of six person start-up I contributed as both a front-end engineer and an ad-hoc designer.

- Designed and implemented front-end components of mobile consumer app and two enterprise sites. (Angular, Express, Mongo, Node) Worked closely with President to craft UI/UX.
- Collaborated with founding CTO to architect components, maintain build processes (grunt, gulp, git, unix scripts), choose frameworks, modules, and pushed to keep a clean, maintainable code base by introducing structure via SASS and Angular best practices.
- Solved load time problems for large list of images, optimizing quality and performance; continually strove for pixel perfect UI/UX.
- Managed collaborations between lead developer and non-technical president, supervised two junior engineers, and an assistant to develop her technical graphic design skills.

Talks & Blog Posts

CONFERENCE & COMMUNITY TALKS

2025	WordCamp Asia · Content Modeling: Custom Post Types and Custom Fields in the WordPress Editor	*Manila, Philippines*
2024	WordCamp Sydney · Design for Devs	*Sydney*
2020	Intl. Women's Day Symposium · Women's Work: A History of Computer Programming	*Sydney*
2018	Sydney Design Festival · Exploratory design case for communication with the first Mars settlements	*Sydney*

BLOG POSTS

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

Tech Background

Product & Process	Agile, Resilience, Stakeholder management, Distilling ambiguity, Cross-functional leadership
Behavioral Analytics	A/B Testing, Funnel analysis, Superset, SQL query, Product surveys, User research
Languages	TypeScript, JavaScript, Python, HTML/CSS, PHP
Front-end	React, Angular, Backbone, JQuery, Jade, Mustache, Less, Sass, Stylus, Ractive, D3, Jasmine/Mocha, Cordova
Back-end	GraphQL, Mongo, MySQL, Node, Express, Jinja, WebApp2
Code/Build Tools	GitHub, Gulp/Grunt, NPM, Webpack, CircleCI, IntelliJ, SourceTree, Heroku, Netlify, Google App Engine
Design	Figma, Excalidraw, Sketch, Illustrator, Photoshop, ImageMagick, My pencil and notebook
AWS	Route53, SES, Lambda Functions, API Microservices, S3, Boto3, Kibana

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