

# Eric Bidelman

## Principal Frontend Engineer

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### SUMMARY

Technical leader with 15 years of experience in frontend web development, leading teams, and demonstrated success in shipping high-quality products at scale, reaching millions of users and generating \$305MM in business value. Skilled in creating developer platforms and collaborating in open source. Passionate about mentoring and enabling teams to move quickly with focus on quality, accessibility, pixel-perfect UI, design systems, performance, and data-driven decision-making.

### EXPERIENCE

#### Principal Engineer TLM, Lyft

San Francisco, CA

Feb 2019 - Present (4.5 yrs)

- One of 6 core tech advisors to 930 person Customer org. Shaped Rider team strategy with Senior Directors, coached EMs/TLs, drove roadmap and (re)prioritizations, eng processes, resourcing needs, reduced KTLO burden for US/MX/EU teams.
- Led 3 teams focusing on Travel, Early Life Cycle, Growth, web products, lyft.com, signup/activations optimizations, strategic partnerships with Google/Delta, and design systems. Set multi-year vision, OKRs, healthy ops reviews, provided hands-on code reviews and spec feedback. Collaborated with cross functional stakeholders to deliver high quality initiatives<sup>1</sup> for 9 different orgs.
- Brought core rideshare business to new users on the web through ride.lyft.com PWA. Grew product from ideation into low friction \$71MM/yr signup and activation onboarding channel. Reduced Lyft-wide tech debt by evolving SPA architecture into an app platform for other product teams.
- Drove technical direction and cultural changes for 100 person Frontend engineering role. Partnered with leadership and senior ICs to shape tech stack, working groups to focus on performance and a11y, catalyzed mentorship programs, influenced hiring processes & career ladder changes.
- Established Web Design Systems team and scaled its adoption. Created 2 design systems, 3 UI component libraries, foundational architecture, and coding practices used across Frontend Engineering at Lyft. Collaborated with designers on dozens of teams to elevate quality and velocity of product teams. Fostered 88 contributors, held company to industry standards (WCAG 2.1).
- Active in growing others through mentorship, promo coaching, and hiring committees deciding on 130 FTEs. Mentored 35 ICs, promoted 5.

#### Senior Staff Developer Programs Engineer, Google

Mountain View, CA

March 2008 - Feb 2019 (11 yrs)

- TL for Web Developer Relations for a global team of 32. Oversaw platform launches, influenced direction of major browser APIs and W3C web standards. Defined Chrome team's strategy for making devs productive on the modern web and coordinated with other teams to shape Google's Developer Platform.

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<sup>1</sup> See additional launches & projects

- Led dev products<sup>2</sup>, dev site launches, and well-known open source tools used by 80M devs.
- Launched html5rocks.com. Led team of 6 to [launch](#) the [first open source](#) edu site of its kind, used by 35M devs. Built frontend, CMS publishing system, and backend in App Engine. Authored 57 articles and fostered 100+ more industry leaders.
- Authored and maintained libraries, SDKs, demo reference apps, tools. Wrote educational content and presented talks reaching 200M+ views from developers. Grew personal Twitter audience to 33k followers.
- Organized and spoke at large developer events (Google I/O, Developer Days).
- Helped grow the Developer Relations org to 550 FTEs. Interviewed 150+ candidates.
- Supported suite of Google Datas APIs by providing developer support on forums, StackOverflow, and authoring developer guides. Maintained Python, JS, #C, and Java client libs for Drive, Product Search, Health, Sites, Blogger, and [OAuth](#) making for easier adoption of APIs.
- Consulted top tier partners integrating with Google developer products: Amazon, Disney, EA, AOL, MySpace, Yahoo, Dropbox, Box, ING, HP, NY Times, Citrix, VMWare, Salesforce.
- Developed analytics dashboards and tooling to report KPIs and team impact to leaders.

## Application Programmer, University of Michigan Library

Ann Arbor, MI

Sept 2007 - March 2008

- Built frontend UX, PHP and SQL backend, API embed for MTagger, a del.icio.us-like tagging system to facilitate discovery and integration with library resources and databases.
- Oversaw redesign, maintenance, and performance optimizations for the university's 19 library sites.

## EDUCATION

### University of Michigan

Ann Arbor, MI

Sept 2002 - June 2007

BSE Computer Engineering, BSE Electrical Engineering, *Cum Laude*

## SKILLS

**Web technologies:** JS, TS, HTML, CSS, DOM, React, NodeJS, NextJS, W3C web components, Polymer, Angular, Styled Components, Rails, CakePHP

**Tools / Software:** Rollup, Webpack, Babel, Browserify, ESLint, Prettier, Gulp, Mocha, RTL/Enzyme, NPM/Yarn, Storybook, Sass, Chrome Dev Tools, Lighthouse, headless Chrome, Puppeteer, Docker, VS Code, Git, Envoy, Jira, Mode, Matlab, Keynote, Photoshop, Figma, Sketch

**Languages:** Vanilla JS (ES5 - ESNext), TypeScript, Python, PHP, Ruby, C++

**Platforms & OS:** AWS, GCP, Kubernetes, Firebase, macOS, Linux, Windows, Chrome OS, Android

## TALKS & PUBLICATIONS

- "[Using the HTML5 Filesystem API](#)" (2011) - O'Reilly Media, Google Press
- Authored 100+ technical articles for [web.dev](#), [html5rocks.com](#), [developers.google.com](#)
- Invited [speaker](#) at large events (Google I/O, Chrome Dev Summit, O'Reilly Fluent Conf, JS Conf).

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<sup>2</sup> See major Google launches & projects

## [1] ADDITIONAL LYFT LAUNCHES

- Launched Concierge Flex Rides and Assisted Rides (door to door service) for Lyft Business. Ensured a \$20MM contract with healthcare partners and reduced no-shows by -70%, support calls by -40%.
- Designed Web Fingerprinting service for Integrity team, resulting in annual fraud loss savings of \$7.2MM. Rewrote 42 screens for account.lyft.com identity flows which modernized tech stack and improved first render performance.
- Launched "Call A Lyft" Ride allowing underserved users to request rides via phone call. Built Twilio/Flex interactive call center and agent dispatching tool, SSO, observability pipeline. Improved profit ROI from -34% to +150% in 6mo.
- Launched [Lyft Rentals](#) for Web in 4 weeks. Mentored two junior eng, scoped milestones, and implemented core booking flow to meet aggressive deadline. Generates \$300k/yr.
- Drove assistive features across Lyft app: Apple Calendar, Google Maps integration, Pixel Smartspace.

## [2] GOOGLE LAUNCHES

- Launched web.dev. Led backend and frontend design, Lighthouse API & backend data fetch pipeline, user profile features.
- Core contributor to [Lighthouse](#) (open source web performance auditing tool integrated directly into the Chrome Developer Tools and webpagetest.org). Developed core audits, Dockerized CI system with Github, online report viewer/[sharing](#), headless Chrome Performance Runner to aggregate Google's perf recommendations across Lighthouse, WPT, and PageSpeed Insights tools.
- Launched [Puppeteer](#) and headless Chrome. Added screencast feature to core library, authored [defacto](#) developer [docs](#), created 30 [demos](#) for common automation use cases. Built Try Puppeteer online code playground (Node, Docker, App Engine) for devs to easily learn/adot API.
- Launched [Google Santa Tracker](#). Led rewrite modularizing of legacy codebase using Polymer. Developed and open sourced first i18n solution for web components, allowing 32M users to enjoy the holiday season every year.
- Launched Google I/O PWA (2015-16) used by 4.4M developers. Lead developer for the official website of Google's largest yearly event. Managed internal stakeholders and collaboration with external design agency. Showcased new web technologies for the first time on google.com (service worker, push notifications, web components). [Open sourced](#) for developers to learn from.
- Developed and [open sourced](#) interactive UI used for all [codelabs](#) across Google's Developer Platform used by 5M developers. Infrastructure was adopted by other industry players (IBM).
- Conceived and led [Google Web Components](#), effort to componentize Google services and APIs by building drop-in, reusable web components. Fostered contributions across 12+ product teams.
- Launched [Chrome Feature Dashboard](#) - used by hundreds of Blink engineers which became Chrome's official process to launch and communicate new features. The [usage metrics](#) allowed product teams to make informed decisions on API deprecations. My work inspired similar tracking dashboards from MS, Apple, and Mozilla.
- Led [developers.chrome.com](#). Site aligned Chrome's product and developer sites, aggregating docs for extensions, devtools, apps, and mobile.
- Helped shape the design & branding of the original [HTML5 Logo](#) and built the [badge customizer](#) for developers to include the logos on their site.
- Launched Google Flu Shot Finder on maps.google.com. Built App Engine backend, 3rd party embeddable iframe API, bulk data import, form CMS, and JSON API for nation pharmacies to upload vaccination info. Featured on ABC, MSNBC, flu.gov.
- Co-authored original codebase for Twitter's TweetDeck app as part of [keynote demo for 2010 Google I/O](#) to highlight HTML5 features.

OLD

## **Application & Software Engineer, Intern**

Southfield, MI

**Mediascape LLC** MAY '07 - AUGUST '08

- Developed and maintained database driven web applications using PHP, Ruby on Rails, and MySQL. Clients included Ford, VW, and GM.