SIMON CORDOVA

Senior Full Stack Engineer & Experimentation Specialist

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PROFESSIONAL PROFILE

Senior Full Stack Engineer & Experimentation Specialist with 10+ years of experience architecting large-scale A/B testing, feature rollout, and personalisation systems across enterprise web and mobile platforms. Expert in experimentation architecture, metrics governance, and QA using Optimizely (Web, Full Stack, Edge). Passionate about building scalable systems, driving data-informed product iteration, and enabling cross-functional teams to deliver measurable growth and performance outcomes.

SELECTED IMPACT HIGHLIGHTS

- 10+ years building experimentation platforms and scaling testing capacity across enterprise digital ecosystems
- Delivered measurable UX and conversion uplifts for major UK retail and travel brands
- Served as a recognised technical leader in Optimizely experimentation strategy and enablement

CORE SKILLS

Experimentation / A/B Testing: Optimizely (Web, Full Stack, Edge), AB Tasty, Adobe Target, Monetate, PostHog, Feature Flags, Rollouts, Experiment QA, Metrics & Guardrails, Governance
Frontend Development: JavaScript, TypeScript, React, HTML5, CSS3, Core Web Vitals Optimisation
Backend & System Design: Node.js, MongoDB, REST APIs, AWS, CI/CD Pipelines
Data & Measurement: Analytics Instrumentation, Event Tracking, Digital Analytics Integration
Collaboration & Leadership: Agile/Scrum, Cross-Functional Leadership, Technical Enablement, Mentorship

CERTIFICATIONS

AWS Certified Solutions Architect: Expertise in designing and deploying scalable, secure, and reliable cloud architectures on AWS

PROFESSIONAL EXPERIENCE

Creative CX | London

Senior Full Stack Engineer | *Oct 2019 – Present*

- Architected and executed 500+ A/B tests for enterprise clients (Sky, M&S, Heathrow, Primark, Omaze, Hastings Direct etc.), improving UX and conversion through data-driven experimentation
- Integrated Optimizely Web and Feature Experimentation into modern web and mobile stacks, overseeing architecture, QA, and rollout governance
- Partnered with Product, UX, and Data teams to define success metrics, guardrails, and measurement frameworks
- Organised internal developer forums to share best practices and raise engineering standards
- Authored and managed the company tech blog on experimentation and analytics best practices
- Facilitated enablement workshops for client and internal developers to embed experimentation-first workflows
- ***Key Achievements:***
    - Increased experimentation delivery capacity by **40%** through workflow automation and developer enablement
    - Achieved up to **12%** conversion lift for top-tier e-commerce clients

Optimizely (formerly Episerver) | London

Solutions Architect | *Jan 2021 – Mar 2023*

- Led 250+ customer onboardings for Optimizely Web, Edge & Feature Experimentation, driving adoption through strategic architecture and hands-on implementation guidance
- Designed custom integration architectures aligned with business KPIs and technical constraints
- Managed 10+ enterprise clients concurrently, ensuring quality delivery and technical alignment
- Facilitated technical discussions with CTOs, Engineering Leads, and Architects on scalability, security, and data privacy
- Developed best-practice documentation and training for sustainable experimentation programs
- ***Key Achievements:***
    - Reduced enterprise onboarding time by **30%** through standardised frameworks

○ Recognised for cross-team collaboration and experimentation enablement excellence

Deloitte Digital | London

Front End Developer | *Jun 2019 – Mar 2020*

- Delivered responsive, accessible, and high-performance web interfaces for enterprise clients
- Modernised a global courier client's application using React, TypeScript, and Webpack, boosting speed and maintainability
- Collaborated closely with UX and backend teams for seamless integration and user-centric outcomes
- Enhanced delivery quality via code reviews, component reuse, and engineering best practices
- ***Key Achievements:***
  - Improved client site performance scores by **17%** on Lighthouse metrics

Byte9 | London

Front End Engineer | *Sep 2018 – Apr 2019*

- Developed client-facing applications in a Scrum environment using React, Redux, and CI/CD workflows
- Built scalable UI components to improve reusability and delivery speed
- Supported projects for clients including Kogan Page, enhancing UX consistency and accessibility
- Contributed to weekly iterations and product demos for rapid delivery

RedEye | London

Solutions Engineer | *Dec 2016 – Dec 2017*

- Designed and implemented user-focused web solutions emphasising A/B testing and optimisation
- Converted high-fidelity designs into responsive, pixel-perfect HTML/CSS interfaces
- Partnered with UX to test design hypotheses and deliver data-driven improvements
- Early engineering role focused on front-end development and A/B testing implementation for digital optimisation clients.

EDUCATION

Universidad Del Mar, Chile — *Associates Degree in Marketing, 2008*
Foundation in business strategy, consumer behaviour, branding, and go-to-market principles

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LANGUAGES

English (Fluent) | Spanish (Fluent) | French (Conversational)

PERSONAL PROJECTS

- **Experiment Dock:** A Chrome extension which links the code editor to Chrome so you can spot a site's experimentation + analytics tools, preview JS variants instantly, and confirm which metrics are firing. Currently supports Optimizely Web and AB Tasty
- **The Sporty Way:** Sports management and statistics platform built with React, Node.js, and MongoDB; used by active basketball leagues across the UK
- **Dynamic Learning:** Educational app with gamified modules and adaptive skill-based challenges
- **Emergensea:** A global emergency assistance app that lets users instantly alert trusted contacts and request help from anywhere, works offline, and automatically detects the user's location to connect them with the correct local emergency services.
- **Count Me In:** Event management tool for tracking RSVPs and handling attendee payments through secure integrations and real-time dashboards

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REFERENCES

References available upon request.