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Achievements

SUBSCRIPTION FOUNDING

- **Lead architect:** scaled 2022-03.
- Represents **59.3% GMV** by Q4 2022.
- **LTV: +41%** YoY in Q2 2022.
- **ltv/cac:** 1.4x → 3.0x in 4 months.

SUBSCRIPTION GROWTH

- **GM: +3%** global Gross Margin.
- **A/B test:** best out of 215 launched.
- **Epic lead:** 100% Backend. Coordinated FE, PM, Data and CRM teams.
- **Delivery:** 4 weeks ahead of plan.

GROWTH ENGINEERING

- **A/B tests:** Q3, Q4 2020.
- **Blog:** +300% NPCs.
- **Q&A:** +800% CVR.
- **Traffic:** 1M new visitors/mo.

STRATEGIC QUICK WINS

- **Cost control:** Avoid running ignored tests (\$31k/yr) - June 2022.
- **Hero page:** Phone user on mobile version (+27% GMV, +20% hours).

CI/CD & DEV TOOLING

- **Homepage:** Built custom SSG & CI/CD pipeline with GitHub Actions.
- **Opsweb:** Architected internal deploy system for 50+ microservices.

Education & Languages

M.SC. INFORMATICS ENGINEERING
2006 - 2011 UPC & NTNU

- **Thesis awarded Highest Honours** by both institutions.
- **Languages:** English (C2), Catalan/Spanish (Native).

Core Competencies

LANGUAGES & DATABASES

- **Primary:** Python, Go.
- **Databases:** PostgreSQL, MySQL, Redshift.
- **Ancillary:** C++, JavaScript.

SYSTEM DESIGN

- Microservices, Monoliths, REST, GraphQL, System Design Docs.

TOOLS & PRACTICES

- **DevOps:** AWS, Docker, CI/CD, GitHub Actions.
- **AI-Assisted Dev:** GitHub Copilot, Cursor, Kiro.dev.
- **Practices:** A/B Testing, TDD, Incident Management.
- **Public Speaking:** 2x PyCon SE.

Experience

SABBATICAL Aug 2024 - Present

BARCELONA, SPAIN

- **Focused on AI Engineering & System Design;** production-grade design docs & maintaining popular OSS tools (800+ stars).

PREPLY.COM Mar 2020 - Jul 2024

BARCELONA, SPAIN

 Jun 2022 - Aug 2024

Staff Backend Engineer

- **Tech Leadership:** Acted as a trusted advisor, lead 15+ incident responses, drove postmortems to improve eng-wide policy and provided strategic foresight that saved thousands of dev hours.
- **Subscription events:** enabled data teams to track state transitions.
- **Cross-Functional Lead:** Coordinated with Product/Data/CRM teams to ensure business alignment with high-stakes experiments.
- **Group lessons:** lead backend and handover project to new team.
- **Subscriptions:** transition a package-only company:
 - *Backend:* lead architect, re-used existing components for MVP.
 - *Volume:* process 150k+ subscription renewals/mo (Q1 2023).
 - *Cohorts:* created custom system to support 5 A/B tests in parallel.
 - *Features:* cancel, pause, upgrade, downgrade, expire, carry...
- **Migrate:** Q&A app backend from Django templates to GraphQL.
- **Monitor:** on-call rotation, set up alerts, dashboards (e.g. Grafana).
- **Interview:** 13 backend candidates. 2 valuable members hired.

IVBAR.COM Mar 2018 - Mar 2020

STOCKHOLM, SWEDEN

 Jan 2019 - Mar 2020

Fullstack Engineer

- **Chronics:** enabled processing of non-episodic patient groups.
- **Subgroups:** built case-mix decision trees (multidisciplinary project).
- **Processor:** National Quality Registry for Breast Cancer (NKBC).
- **MECE filters:** made to preserve privacy and avoid triangulation.

PRODUCTOS ADITIVOS Jun 2016 - Jan 2018

MONTCADA, SPAIN

- **As CTO:** market intelligence, ERP migration, transition to SII...
- **As CFO:** saved 64k EUR on 3y and 7y fix-rate loans.

WRAPP.COM Oct 2012 - Jun 2016

STOCKHOLM, SWEDEN

 Sep 2014 - Jun 2016

Tech Lead & Founding Engineer (2.0 Pivot)

- **Architected 'Opsweb':** Led development of a critical internal deployment system for 50+ microservices on AWS.
- **Microservice Ownership:** Maintained core backend services in both Go and Python during the company's pivot.
- **Engineered from Scratch:** Built the company's first content recommender system and A/B testing email framework (1M+ sends per week).
- **Owned Redshift ETL Pipeline:** Architected and optimized the core data warehouse for business intelligence.

FXSTREET.COM Feb - Jul 2012

Software Developer

BARCELONA, SPAIN

- **Maintenance:** 17-language site - C#, .net MVC3, jQuery on Azure.