Isaac Bernat

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Achievements

BEST 2023 EXPERIMENT
- **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.

SUBSCRIPTION MODEL
- **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.
- **A/B test:** Longest-running so far.

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

1-DAY IMPROVEMENTS
- **Cost control:** Avoid running unnecessary tests ($31k/yr) - Jun 2022
- **Hero page:** Phone user on mobile version (+27% GMV, +20% hours).

Education

M.Sc. Thesis in Informatics
Dec 2011 **NTNU** Trondheim, Norway

BE in Informatics
2006-2011 **UPC** Barcelona, Spain

Languages
Native: Catalan, Spanish.
Proficient: English (Cambridge).
Basic (A2): Swedish, Norwegian.

Backend skills
PYTHON
- **Pycon SE** speaker (2014, 2019).
- +30 **microservices**.
- 3 **Monoliths** (incl. Django).
- **Scrapping**: +50 sites (scrapy).
- pytest • PEP8 • ipdb • black...

OTHER
- **GO**: 12 microservices.
- **Techs**: PostgreSQL • Unix-like • REST • Git • MySQL • Docker • GraphQL • AWS • test • async • ETL • DWH • debug • ...
- **Optimise**: 10^{18}x speedup.

Experience

PREPLY.COM Mar 2020 - current BARCELONA, SPAIN
Jun 2022 – current Senior Backend Engineer I (P7)
- **Incidents:** command, scribe, mitigate and help fix 15+ up to SEV2. Presented postmortems, including those caused by other teams.
- **Subscription events:** enabled data teams to track state transitions.
- **Yearly subscriptions:** implemented multiple periods and policies.
- **Group lessons:** lead backend and handover project to new team.

Mar 2020 – Jun 2022 Backend Engineer III (P6)
- **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).

Mar 2018 – Jan 2019 Backend Engineer
- **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 Fullstack Engineer
- **Opsweb:** built web-based AWS deploy system - Dart, Sass and Jade.
- **Wrappmin:** merchant tool (map transactions, create offers) in React.

Dec 2013 – Sep 2014 Data Engineer
- **Data Warehouse:** designed and optimised ETL pipeline for Redshift.
- **Wrapport:** delivered reports and features with in-house CRM.
- **Dashboards:** updated real-time, with business and system KPIs.

Mar 2013 – Dec 2013 Web Engineer
- **Email service:** built framework for pre-flighted design supporting:
  - *A/B test:* subjects, preheader-text, images, conditional render...
  - *Compatibility:* +1M weekly newsletters to diverse clients/devices.
- **Web client:** landing pages, Wrapp 1.0 web app...

Oct 2012 – Mar 2013 Backend Engineer
- **News service:** in-memory (testing), MySQL (production) backends.
- **Recommender System:** architected and implemented from scratch.

FXSTREET.COM Feb - Jul 2012 Software Developer BARCELONA, SPAIN
- **Maintenance:** 17-language site - C#, .net MVC3, jQuery on Azure.