jordanloeser.com loeser.jordan@gmail.com 317.442.2537

Jordan Loeser

Bringing deep UI and animation craft to Spotify's most visible campaigns, leading engineering for Wrapped's personalized sharecard platform since 2020.

Work Experience

Spotify • Engineer II

2020 - Present (New York)

Promoted from Associate → Engineer I → Engineer II while leading engineering for Wrapped's personalized sharecard platform, Spotify's most visible consumer campaign.

- Deliver localized, visually rich experiences to 250M+ users across 30+ languages, scaling infrastructure to support 425M+ dynamic renders and over 120M sharers in 2024.
- Cut engineering lift by 60% and halved launch timelines through templating and tooling improvements.
- Managed cross-functionally across design, product, and backend to ship performant, accessible interfaces at global scale.
- Drove 100K incremental MAU via SEO experimentation.

Snapchat • Software Engineering Intern 2019 (Los Angeles)

Growth engineer for onboarding and account recovery.

- Implemented account recovery flow used by 700k users daily.
- Drove A/B testing for Android onboarding flow retention.

Disney • Software Engineering Intern 2018 (Seattle)

Designed CI pipeline for enterprise auth service.

Supported migration to AWS cloud-based system.

Skills

Languages

JavaScript, TypeScript, Python, Java, CSS

Frameworks, Tools & Platforms

React, Next.js, React Native, Firebase, Three.js, GSAP, Vercel, Node.js, Git

Design & Interaction

Figma, Photoshop, Illustrator, Web Animation

Collaboration & Leadership

Project Management, Public Speaking

Education

Purdue University

2016 - 2020

BS in Computer Engineering

with Honors, Minor in Electronic Art

Universidad Carlos III de Madrid

2018 - 2019

Sudy Abroad

Community Leadership

National Conference Lead at Out for Undergrad

2024 - Present

Lead 20-person team to deliver a fully funded annual conference for 300+ LGBTQ+ undergrads, wearing multiple hats across admissions, sponsorship, and programming.

Director at Out for Undergrad 2021 - 2024