Josefina Estevez
Software Engineer

Contact

- Barcelona, Spain / Open to remote
- Linkedin
- Portfolio
- josefinaestevez91@gmail.com
- +34625332035
- Languages: Spanish (native), English (fluent)

Skills

- JavaScript, TypeScript
- Vue.js / Nuxt
- Node.js
- Python / Django
- Testing: Jest, Vitest
- Experimentation
- API integrations
- Agile, Cross-functional collaboration

Experience

Senior Software Engineer → Level 6 Engineer
TIDAL - Block (Remote, Spain)
May 2022 - December 2024

TIDAL is a global music streaming platform owned by Block (formerly Square), a tech company founded by Twitter co-founder Jack Dorsey. TIDAL is known for its high-quality audio and artist-first philosophy.

As part of the Web Growth team, I worked on user acquisition and activation initiatives, with a focus on improving signup flows, running experiments, and managing technical debt across our core frontend applications. The frontend was built using a microservices architecture, allowing for cross-team ownership and independent deployment of features. I collaborated closely with product, design, backend, QA, and data, and was promoted to Level 6 in recognition of my leadership and cross-functional impact.

Some key accomplishments:

- **Campaigns Admin Tool Migration**: Led the end-to-end migration of TIDAL's internal Campaigns Admin tool, a critical system for configuring user signup flows, blocked by the deprecation of MongoDB v5 and framework limitations. Drove architectural decisions, cleaned up legacy code, rebuilt the tool using a new framework, and updated internal services and SDKs. Successfully negotiated a deadline extension with MongoDB and advocated for prioritization across engineering and product teams, eliminating a high-risk blocker for new user acquisition and ensuring long-term maintainability.

- **Promotion at Block – From L5 to L6**: Promoted from Level 5 to Level 6 at Block within 2 years, through a rigorous company-wide promotion process requiring executive-level technical review. Recognized for driving complex initiatives, shaping engineering practices across teams, and consistently delivering high-quality results with organizational impact.

- **SheerID API Migration**: Led the frontend migration from SheerID API v0.5 to v2.0, designing the technical plan, aligning cross-functional teams, and refactoring legacy flows. Improved verification speed and stability, while reducing maintenance complexity for future product iterations. The migration significantly decreased verification errors, resulting in a smoother sign-up process and a measurable increase in completed student subscriptions.

- **Google Sign-In Integration**: Delivered the frontend implementation of Google Sign-In under shifting requirements, unclear ownership, and a tight deadline. Proactively aligned backend, QA, and product teams, and resolved edge cases like consent and age gating. The feature launch led to a reduction in drop-offs and a higher sign-up completion rate among Android users, improving the overall effectiveness of the registration flow.

- **Free Tier Experiment**: Implemented frontend changes for an A/B test removing the free tier from product selection pages, collaborating across web platforms (offer, payment, tidal.com). Helped assess the impact of pricing strategy on conversion, contributing to data-driven decision-making.

Tech Lead & Software Engineer
BMAT Music Innovation (Barcelona, Spain)
Jan 2020 – Apr 2022

BMAT is a music tech company that monitors and reports music usage globally.

As part of the Charts team, I led the technical development of real-time analytics applications for clients like record labels and music publishers. My role evolved into a tech lead position, driving project execution, mentoring teammates, and aligning engineering work with business priorities.

- Built and maintained high-traffic data platforms using Python (Django), Vue.js, ClickHouse, and Airflow, processing millions of music usage events daily.
- Organized and prioritized technical work, participated in hiring processes, and onboarded new team members while collaborating closely with product and operations.

Full Stack Developer
Devsar (La Plata, Argentina – acquired by Ripio)
Apr 2016 – Dec 2019

Worked on diverse web and mobile projects for international clients, taking ownership of both backend and frontend development. Collaborated directly with clients to define requirements, lead technical decisions, and deliver tailored solutions.
- Delivered key projects like Find Your Trainer (fitness marketplace) and Torchweb (molecular design platform) using Python (Django), Vue.js, and Ionic.
- Handled daily communication with clients, participated in architectural planning, and ensured production readiness across full-stack systems.

Full Stack Developer
Idees Consultancy (La Plata, Argentina)
Feb 2015 – March 2016

Joined a small dev team in my first professional role, working on custom web projects using the MEAN stack (MongoDB, Express, AngularJS, Node.js). Collaborated with designers and project leads to build fullstack solutions tailored to client needs.

Education History

Bachelor's Degree in Computer Science
Institution: UNLP
Year of Graduation: 2019

Programmer Analyst
Institution: UNLP
Year of Graduation: 2017

Volunteer Work and Interests

Renewable Energy Workshop Volunteer
Institution: UNLP

Music, Vegetarian Food, Family and Friends, Travelling

What others say

Marc Düker - Backend Engineer

Josefina has been an incredible collaborator on the Sheer ID migration. Her communication is consistently clear and effective, making our work together smooth and efficient [...]

Marius Oppedal - Engineer Manager

Josefina is a highly efficient and driven developer that has a talent for absorbing information and learning new things. Furthermore her communication and collaborations skills are excellent [...]

Euan Crowe - Project Manager

Josefina has taken charge of the work around signup events updates and requirements, formalised a process for the stakeholders and provided them with perfectly communicated, clear & concise instructions [...]

You can find more feedback and information about me on my portfolio :)