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## **About Vimeo**

In 2004, a few months before YouTube had launched, a group of filmmakers wanted an easy and beautiful way to share videos between each other, unaware that this would serve as the foundation of what is now home to 150,000,000 creators worldwide— in other words, Vimeo. Vimeo is an ad-free video platform providing free video viewing/streaming services, building software that helps its users create, share, sell, and discover videos online and worldwide. Their mission as a company has always been tailored towards the user experience, particularly that of users passionate about film; as former Vimeo Communications Director Deborah Szajngarten stated in 2010, "Our mission is to inspire and empower people who make video. We are a service to video creators, we're not television, we don't want to be television, we don't allow mass media distribution on our site." Since then, the company has updated their mission statement on their official website as follows: "Vimeo is the world's leading professional video platform and community. With over 150 million members across more than 150 countries, we help anyone grow their business by making it easy to create and market high-quality, impactful videos." Their emphasis still lies in providing a quality filmmaking and viewing experience to

its users, which they've been able to uphold as seen through the growth of their company, services and community.

## **Vimeo's Engineering Team and How It Contributes to Vimeo's Goals**

In terms of industries, Vimeo falls under both the Media/Entertainment industry and the Software/Cloud industry. Considering the company's status as a video platform, it suits the Media/Entertainment industry well. As for its placement in the Software/Cloud industry, Vimeo is a software as a service (SaaS) business, offering subscription plans that service various customer segments, such as Plus (5GB/week, \$7/month), Pro (20GB/week, \$20/month), Business (5TB total, \$50/month), and Premium (unlimited live streaming, 7TB total, \$75/month). Most, if not all, SaaS businesses have an engineering team, among various other teams, involved behind the scenes of the user experience. Vimeo's engineering team, its biggest team by far, on its own branches outward into a number of different teams focused on different aspects of what is ultimately engineered and presented to the user as a whole. Some of the different teams as well as descriptions of what each team is responsible for and open positions on each team are outlined below:

- *Security Engineering Team*
  - Team Responsibilities:
    - "You will support our cloud infrastructure by developing tools, building services and providing consultative services to our engineering teams. You will be a key member safeguarding our creators who entrust Vimeo with their content every day. You will build tools, and services (We use Python, and Go). You'll plan and carry out security measures to monitor and protect sensitive data and systems from infiltration and cyber-attacks."
  - Open Positions:
    - Application Security Engineer
    - Infrastructure Security Engineer

- *Hosting Taskforce*
  - Team Responsibilities:
    - “The mission of this team is to architect and deploy innovative solutions to save costs without negatively impacting Video QoE (Quality of Experience). These goals are achieved by understanding product features (old, new, and future) and identifying architectural inefficiencies and potential optimizations.”
  - Open Positions:
    - Backend Engineer
    - Fullstack Engineer
- *Video Playback Experience Team*
  - Team Responsibilities:
    - “Our Video Playback Experience team builds the over-the-top applications that serve as the front door for Vimeo OTT. This is an opportunity to develop at the forefront of video and application technology, overcoming diverse technical challenges while building beautiful interfaces.”
  - Open Positions:
    - Front-End Engineer, OTT Applications
    - Sr. Front-End Engineer, OTT Applications
- *Data Team*
  - Team Responsibilities:
    - “As a Front-End Engineer on the Data team, you will create and maintain high-quality visualization and reporting tools that provide deeper understanding of video analytics data. You will work closely with our product, design and engineering teams to move projects from conception to launch, then iterate and test new features.”

- "As a Sr. Data Engineer on the Data team, you will create infrastructure and services that provide access to real-time event streams. You will work with our product and engineering teams to help define data access and help implement systems to give deeper insightful data metrics to video creators."
- Open Positions:
  - Front-End Engineer, Video Analytics
  - Sr. Data Engineer
- *Business Intelligence Team*
  - Team Responsibilities:
    - "Design and maintain a robust, scalable and sustainable enterprise data platform with other members of the Business Intelligence team. While working as a peer to both technical and non-technical staff throughout the company, you will drive the improvement process of both our products and our business operations. You will help define data access and discoverability requirements and work to create infrastructure and services that provide access to event streams."
  - Open Positions:
    - Sr. Data Engineer, BI Engineering (Python/SQL)
- *Machine Learning Research Team*
  - Team Responsibilities:
    - "Video is 80% of today's global Internet traffic. The Engineering team at Vimeo is building AI-driven tools to help anyone who wants to make a video. Our mission includes modernizing video playback and transcoding technologies with AI, and understanding what makes hundreds of millions of high quality videos on our platform successful. You can help make an impact".

- Open Positions:
  - Sr. Machine Learning Engineer, ML Research Team
- *Site Reliability Team*
  - Team Responsibilities:
    - "You'll work closely with other SREs and developers to ensure Vimeo remains available, fast, and secure. We own the core infrastructure on which most Vimeo apps sit, including system configuration, basic network services, container orchestration, metrics collection, and load balancing. We're building tools that are used by all of engineering to manage production, with the goal of providing a consistent and powerful platform. You'll be instrumental in making Vimeo the best toolset for video creators."
  - Open Positions:
    - Sr. Site Reliability Engineer
    - Site Reliability Engineer

## **What Makes Vimeo's Teams Productive/Successful**

With roughly 400 local employees and 632 total employees, Vimeo is made up of hundreds of people on so many teams working on different aspects of ultimately the same end result. It can be difficult to imagine how that many people coordinate in a productive manner. Fortunately, an interview conducted by built-inNYC with four of Vimeo's engineers provides some insight as to how it works from the engineering team's end. One of the engineers spoke about the uniqueness of Vimeo in its value of collaboration as follows: "Our engineering team is super collaborative: Each project has at least two people working on it, which gives us daily opportunities to pair with each other and with engineers from other teams. We regularly meet to talk about our codebase, discuss engineering processes and share technical discoveries." In addition, he mentioned that their form of collaboration extends beyond the typical work of an engineering team: "Another

defining aspect of our team is we're organized into cross-functional product teams that solve user problems rather than technical ones. Engineers help define the product roadmap, give design feedback and talk directly with stakeholders." It is this collaboration that creates an efficient work ethic among hundreds of employees and numerous teams at Vimeo. Aside from the engineering team, there exists a number of other teams at Vimeo, such as Brand Design and Messaging, Business Intelligence and Analytics, Finance/Accounting, Legal, Marketing, Product, Product Management, Quality Assurance, Sales and Account Management, and Talent. So what does it take to become a part of one of these teams?

## **What Vimeo Seeks in a Candidate for Their Team**

While Vimeo serves as a video platform for a community of film enthusiasts worldwide, it also emphasizes the value of diversity and community within their staff itself: "we prioritize attracting diverse talent and cultivating an inclusive environment that encourages collaboration and creativity. We are committed to building a company and a community where people thrive by being themselves and are inspired to do their best work every day." In an effort to motivate the diversity aspect of this goal further, Vimeo routinely puts out an [Update on Diversity and Inclusion](#) in order to be transparent about representation among employees.

Part of Vimeo's hiring process, in terms of skills, involves technical skills foremost, but the ability to work in a team efficiently as well— "we look for people who are comfortable with both receiving and giving feedback — people who can empathize and seek out change and growth." One of Vimeo's Front-End engineers noted that the ability to collaborate from department to department specifically is important as well, to work with people you may not be familiar with just as efficiently as those you would be. Vimeo's Senior Manager of Creator Tools added that being able to think outside of the limitations of your job title or position is a key aspect to being successful on any given team, in other words, to think as a user would. She noted that this makes "our job very interesting and unique from any other company

I've ever seen," and that it certainly contributes to the community aspect Vimeo strives to build among its employees.

## **Technical Information — Vimeo's Stack, Technology, and Architecture**

### *Overall Technology Used at Vimeo*

#### Engineering

- Languages
  - Golang
  - Java
  - Javascript
  - PHP
  - Python
  - Ruby
  - Swift
  - Groovy
- Libraries
  - D3JS
  - Flux
  - jQuery
  - React
  - Redux
- Frameworks
  - AngularJS
  - Node.js
  - Ruby on Rails
  - TensorFlow
  - Torch

- Elasticsearch
- Webpack

## Product

- Analytics
  - Google Analytics
  - Mixpanel
  - Localytics
  - Looker
- Design
  - Illustrator
  - InVision
  - Photoshop
  - Sketch
- Management
  - Confluence
  - JIRA
- Sales and Marketing
  - Wordpress (CMS)
  - Salesforce (CRM)
  - Marketo (LEAD GEN)

## *Stack Information*

- Application and Data
  - PHP, JavaScript, Nginx, React and ES6
- Utilities
  - Google Analytics, Google Drive, and Nicereply



- DevOps
  - GitHub, Jenkins, Varnish, StatusPage.io, Apache Mesos, CloudCheckr
- Business Tools
  - Slack, G Suite, Jira, Confluence, Qualaroo, Desk.com

### *Note on Vimeo's Architecture*

Although nothing was explicitly found regarding Vimeo's architecture in particular, SaaS businesses such as Vimeo tend to base their architecture on multitenant architecture, whereas a single version of the application, with a single configuration (hardware, network, operating system), is used for all customers. In order to support scalability, the application can be installed on multiple machines. In some cases, such as to offer a select group of customers access to premiere versions of the applications, a second version of the application is set up.

### **Notes on Research Process**

- First, I visited their official website; this provided information about the company's goals/accomplishments/values
- Job postings on the official website gave me insight as to what their different teams look like as well as what their engineering team specifically contributes to their overall mission
- Next, found more technical information by looking up their tech stack. This also gave me the languages they use as the basis for software for management, analytics, frameworks, design, etc.
- Looking into the news tab, I found a website where engineers provided insight into what the dynamic of working there is like and what they do
- Couldn't find much related to their architecture, but I looked into the typical architecture of an SaaS
- Builtin NYC was extremely helpful in terms of feedback from employees regarding work ethic as well as their technology information

- Glassdoor was helpful in finding open positions and teams at Vimeo

## Sources and Relevant Links to News Articles

- <https://vimeo.com/about>
- <https://boards.greenhouse.io/vimeo/jobs/1650782>
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