

# Mark Cerqueira

ENGINEERING LEADER

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## Professional Experience

### Pinterest

San Francisco, California

HEAD OF CLIENT PLATFORM ENGINEERING

June 2022 - Present

- Led an org of 50+ people across 5 teams: Android Platform, iOS Platform, Web Platform, API Platform, and Product Excellence.
- Identified, championed, and drove large-scale initiatives that modernize our clients to provide a world-class developer experience.
- Scaled the team through both recruiting efforts and growing internal talent.

### Twitch

San Francisco, California

DIRECTOR OF ENGINEERING

July 2021 - June 2022

- Led an org of 21 people with two managers responsible for Mobile Platform (a core infrastructure team), Viewer, and Community.
- Directly managed the Mobile Platform team including defining vision and developing roadmaps to advance mobile development at Twitch.
- Delivered initiatives such as a macOS EC2 Migration for iOS CI / CD, GraphQL Query Batching support in Apollo, Client Resilience and Availability, and Real-Time Monitoring and Alerting.
- Proposed and spearheaded establishing Twitch's apprenticeship program.

SENIOR ENGINEERING MANAGER

April 2018 - July 2021

- Managed a team of 12 Android and iOS Engineers on 100+ Twitch Viewer and Community infrastructure and feature projects.
- Planned, organized, reviewed technical design, managed execution and risks with cross-functional teams consisting of over 300 people.
- Delivered key initiatives like Phone Number Signup and Channel Points by collaborating with both engineering and non-engineering partners on requirements gathering, design, implementation, testing, release, and maintenance.
- Doubled the size of the iOS team in half a year. Hired, mentored, and converted two interns into full-time roles.
- Formed a company-wide Leadership Book Club: a monthly meeting to discuss leadership and management books.

SENIOR SOFTWARE ENGINEER

April 2017 - April 2018

- Developed features for Ads, Clips, Creator, and VOD on both Android and iOS.
- Developed a Kotlin DSL-style framework for UI testing on Android.
- Led initiatives to improve documentation, continuous integration, build times, tracking validation, and real-time monitoring and alerting.

### Evernote

Redwood City, California

SENIOR SOFTWARE ENGINEER

November 2014 - April 2017

- One of eight Android engineers building a delightful app for note-taking, organizing, and archiving everything used by millions.
- iOS development (Objective-C & Swift) on key features including Google Sign-In and a server-driven message delivery library.
- Led community-building events: emcee for company-wide demo days, coding workshops for non-engineers, and Hack Week planning.

### Smule

San Francisco, California

SOFTWARE ENGINEER

August 2010 - August 2014

- iOS development (2010 - 2012) and Android development (2012 - 2014) on Ocarina, Magic Piano, Magic Fiddle, and Sing Karaoke.
- Managed and improved continuous integration and release engineering for Android and iOS.

## Education

### Princeton University

Princeton, New Jersey

B.S.E. WITH HONORS IN COMPUTER SCIENCE, CERTIFICATE IN SPANISH AND PORTUGUESE | GPA: 3.80

2006 - 2010

## Technical Projects

**ChuckPad** enables users to create, curate, and share code from music programming environments. Developed the Sinatra server, iOS SDK, suite of unit tests, and Docker image for rendering Chuck patches. Co-author of paper published in [New Interfaces for Musical Expression 2017](#).

**SoundCraft** enables real-time data gathering from a StarCraft 2 game, allowing for musical interpretation of the game in novel ways. Led development of the data parser and was first author of the paper published in [New Interfaces for Musical Expression 2013](#). Learn more at [mark.gg/soundcraft](http://mark.gg/soundcraft).

**Laptop Orchestra Network Toolkit (LORkNeT)** measures and evaluates network conditions for live computer music performance. LORkNeT was used to identify and remedy issues affecting the Princeton Laptop Orchestra. Learn more at [lorknet.cs.princeton.edu](http://lorknet.cs.princeton.edu).

## Fun Facts

- Active blogger about video games, food, books, technology, and management on [mark.gg](http://mark.gg) since 2013.
- Led workshops on mobile computing at [Stanford University](#) and [Gray Area Foundation for the Arts](#). Guest speaker at [General Assembly SF](#).
- Fluent in English and Portuguese, conversational in Spanish, scrappy Mandarin.
- Enjoys running. Personal record: ran the Big Sur Half Marathon in 1:36:30.
- Undisputed champion of the [BaseTradeTV StarCraft 2 Sponsor Showdown](#). Carriers aficionado.