

Leif Singer

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Full-Stack Developer

- Developing for the Web since 1996 — as employee, contractor, freelancer, and co-founder.
- Built solutions from ideation to maintenance. Worked on deployments with dozens of millions of users.
- *Technologies*: PHP, WordPress, WooCommerce, HTML, JavaScript, CSS, Django, Rails, others.

Engineering Manager & Product Manager

- Introduced practices that improve collaboration, e.g., Kanban, retrospectives, or design sprints.
- Used market and user research to triage, prioritize, and tightly scope projects.
- Used analytics, instrumentation, and worked with other teams to coordinate and measure impact.

Experienced Remote Worker

- Working remotely since 2014 in diverse organizations with colleagues from up to 93 countries.
- Shaped work environments and adjusted practices to asynchronous environments.
- Put insights from own academic research on developer collaboration into practice.

Coached and mentored software engineers, software architects, and students from BSc to PhD levels.

Professional Experience

Senior Software Engineer (Full-Stack)

remote

WooCommerce, Automattic, Inc.

since 2023

- Member of WooCommerce Core team. Focus on diffusing product and process expertise and unblocking others in and outside of the team. Led multiple emergency recovery efforts.
- Significant input on roadmap. Shipped new features, fixed defects, reviewed internal and external pull requests.
- Qualitative improvements to repository tooling supporting the WooCommerce release process and the CI pipeline.
- Runtime analysis and optimization of unit, functional, and end-to-end test suites.
- *Technologies*: JavaScript, TypeScript, PHP, SQL, CSS, HTML.

Interim Head of Developer Advocacy

remote

WooCommerce, Automattic, Inc.

2021–2023

- Built a developer advocacy team from scratch for the WooCommerce open source project.
- Hired three developer advocates, developed team vision, created OKRs and other KPIs, introduced and documented team processes to increase team's leverage and resiliency.
- Developed a developer satisfaction score to regularly measure quantitative and qualitative sentiment in the WooCommerce developer ecosystem as one of our success metrics and source of customer research data.
- Built relationships and processes across organization, improving developer awareness and communication.
- *Technologies*: JavaScript, VueJS, PHP, SQL, CSS, HTML.

Engineering Manager

remote

WordPress.com, Automattic, Inc.

2017–2021

- Led teams of up to twelve developers and designers. Introduced and refined Kanban, retrospectives, and other collaboration practices; saved effort and increased reliability with checklists, process descriptions, and templates.
- Introduced design sprints, wire-framing, user testing, and other practices to plan and explore projects. Wrote project briefs and creates roadmaps for two development teams.
- Talked to customers and used analytics to help identify and scope problems and design solutions, used analytics and A/B tests to monitor impact.
- Built testing tool to visually compare landing pages on staging and production, cutting review times by ~90%.
- *Technologies*: JavaScript, NodeJS, Puppeteer, PHP, SQL, CSS, HTML.

Engineering Manager & Senior Software Engineer (Full-Stack)

remote

WordPress.com, Automattic, Inc.

2015–2017

- Lead team that built a guided tours framework with a DSL for others to use, optimized for developer experience.
- Increased adoption by conducting workshops on using the framework with customer support personnel.
- Ideated, scoped, and built a contextual help system for WordPress.com.
- Assisted designer optimizing landing pages; used A/B tests and analytics to measure impact.
- *Technologies*: JavaScript, React, Redux, PHP, SQL, CSS, HTML.

Product Manager & Software Engineer (Full-Stack)

remote

iDoneThis

2014–2015

- Front-end, back-end, and product work in a B2B SaaS product focused on making team collaboration better.
- Helped double MRR and cut monthly churn from 10% to 3%.
- Used market and user research (surveys, interviews, analytics) to prioritize and scope work, e.g. an API and a Slack integration later used by 90+% of paying teams.
- Standardized deployment in a way that was substantial to enabling an acquisition of the company.
- *Technologies*: Python, Django, CoffeeScript, Backbone, Stripe API, Heroku, memcached, Bootstrap, Ruby.

Postdoctoral Fellow

Victoria, Canada

CHISEL Group, University of Victoria

2013–2014

- Researcher in collaboration tools and processes for developers.
- Started, led, and collaborated on several studies (e.g., [How Software Developers Use Twitter](#)).
- Built software tools for collecting and analyzing research data.
- Mentored PhD students, published academic papers, gave talks in academia and at companies.
- *Technologies*: Java, Ruby, Python, SQL, JavaScript, d3.js, CSS, HTML.

Researcher & Ph.D. Student

Hannover, Germany

Software Engineering Group, University of Hanover

2008–2013

- Conducted research on how developers collaborate, use tools, and adopt engineering practices.
- Started and led international collaborations and studies; [qualitative](#) and [quantitative](#).
- Built software tools for research, teaching, and experiments.
- PhD thesis: [Improving the Adoption of Software Engineering Practices Through Persuasive Interventions](#).
- *Technologies*: Java, Ruby, SQL, Python, JavaScript, CSS, HTML.

Lead Software Engineer (Full-Stack)

Hannover, Germany

Freelance, Several Clients

2002–2008

- Interviewed customers on their problems and needs.
- Designed, built, and deployed solutions in tight feedback loops.
- Created an application generation framework that took just a business model as input to improve efficiency.
- Examples: event planning system for *Hannover Concerts*, work roster system for *Radiologie Hannover*.
- *Technologies*: Java, PHP, SQL, JavaScript, CSS, HTML.

Software Engineer (Full-Stack)

Hannover, Germany

A&L GmbH

2001–2002

- Designed and built a Web app for creating Web apps by nesting and configuring components.
- Elicited requirements by interviewing internal customers.
- Designed and implemented flexible component architecture that mirrored Apple WebObjects components.
- Introduced practices like refactoring, unit testing, and pair programming.
- *Technologies*: Apple WebObjects, Java, SQL, HTML, Mac OS X Server.

Co-Founder and Software Engineer (Full-Stack)

Cologne, Germany

wap3 Technologies GmbH

1999–2001

- Co-founded and co-built a community site and website builder focused on the early mobile Web.
- Think “Geocities for WAP”.
- Helped raise 2.6 million DM venture capital and grow the site to 40,000+ users.
- Built front-end, wrote ad server in Perl.
- *Technologies*: Perl, PHP, SQL, JavaScript, HTML, Apache Webserver, Linux.

Education

Software Engineering

Dr. rer. nat. (Ph.D.)

University of Hanover, Germany

2008–2013

Computer Science

B.Sc. and M.Sc.

University of Hanover, Germany

2002–2008