Aubron Wood

Sustainable Typescript Products and Teams

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Frontend engineering leader, with a track record of helping products define/refine their overall development strategy. Obsessed with React, Design Systems, Developer Experience, and GraphQL. Also passionate about VR/AR/XR, and its role on the web.

Recently led the Google Cloud Design System Teams on a mission to completely revamp their Design System strategy, technically and organizationally.

Currently seeking Engineering Leadership roles across companies of all sizes.

Google Cloud

Engineering Lead for Cloud Material Design - Seattle, WA
July 2020 - July 2022

Overview

Led a multi-year mission to reinvent Cloud Console's frontend strategy by overhauling its Design System approach and surrounding tooling ecosystem.

The Google Cloud Web Console is likely one of the largest enterprise Angular applications in the world, if not the largest, and I led its Design System team, responsible for delivering the right tools for thousands of downstream Google engineers to build feature pages.

As the strategic and technical lead for the Design System team, I drove change to reinvent the team and ecosystem, decentralizing UI development for the product in the process.

Notable Accomplishments

- Pivoted Console frontend model, improving velocity
- Advisor to leadership on frontend concerns
- Enabled stalled migration to Google Material
- Ran offsites, workshops, etc, for entire org
- Overhauled team dynamics, practices, culture
- Representative for Cloud to larger Material org
- Updated Cloud to Google Material, long considered infeasible without rewrite.

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bandwidth

Frontend Lead and Product Owner - Raleigh, NC
August 2018 - July 2020

Overview

Managed and drove alongside multiple teams to accomplish cross-functional business goals as the Technical Product Owner for Bandwidth Dashboard's frontend strategy.

The Bandwidth Dashboard is a developer console for Bandwidth CPaaS customers to manage their telephony services and products. I helped to drive this primary frontend touchpoint by unblocking a messy and protracted migration, and then drove our Frontend, Developer Exerience, and Auth teams to accomplish a number of cross-functional goals.

Notable Accomplishments

- Pivoted design system to improve scope and velocity
- Unblocked long-stalled React overhaul of dashboard
- Received Frontend Product Owner role/promotion
- Prompted and ran off-site summit for leadership that defined long-term frontend strategy
- Drove delivery on bring-your-own SSO
- Enabled migration to well-documented JSON GraphQL Microservices

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scoreshots

CTO & Cofounder - Fayetteville, NC
October 2015 - July 2018

Overview

Cofounded a B2B Web Infographics product for college/pro sports teams. Drove most aspects of the 10-15 person startup until profitability.

ScoreShots is a sports infographics tool designed to enable Sports Information Directors and other untrained staff to post and schedule templated infographics to social media with live and easy to customize data.

I was the primary architect for the MVP, initial release, and overhauled product that is in use today. During this time I operated as both a lead engineer and CTO, coding many of the crucial features alongside generally running operations, as well as preparing business plans and pitch decks.

Notable Accomplishments

- Delivered React/Canvas Web App and mobile PWA
- Managed operations, hiring, support teams
- Prepared and delivered business plans to investors
- Presented at trade shows, including product demos
- Lead Engineer and architect of primary features
- Cloud video rendering pipeline - mobile video editing
- Created PSD/After Effects ingest pipelines