

Leif Singer

Curriculum Vitae

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Overview

Product Manager: Used product vision, qualitative and quantitative user research, and market trends to triage, prioritize, and define upcoming projects. Communicated priorities, rationale, and research results to team. Specified projects and assisted team with development. Created wire-frames to guide implementation. Worked with customer support and marketing to coordinate efforts and gather data.

Developer: Started developing for the Web in 1996. Worked as an employee, contractor, and co-founder. Experience with a range of languages, frameworks, libraries, and practices. Implemented projects from ideation to maintenance. Worked on deployments with thousands of users.

Writer: Authored 25+ academic papers. Blogger. Passionate about language.

Speaker: Presented at academic conferences. Invited talks at e.g. Audi, Microsoft Research.

Mentor: Coached and mentored developers, software architects, Ph.D. students, and computer science students. Topics: specific technologies, frameworks, engineering practices, research methods.

Education

2008–2013 **Dr. rer. nat. (PhD)**, *Computer Science*, University of Hanover, Germany.

2005–2008 **M. Sc.**, *Computer Science*, University of Hanover, Germany.

2002–2005 **B. Sc.**, *Computer Science*, University of Hanover, Germany.

Professional Experience

since 2015 **Engagement Wrangler**, *Automattic*, remote.

User research, product management, and software development focused on the new user experience for WordPress.com. Remote position.

2014–2015 **Product Manager**, *iDoneThis*, remote.

Product management in a B2B SaaS product focused on making team collaboration better. Remote position.

- Helped double recurring revenue and cut monthly churn from 10% to 3%.
- Used product vision, user research (surveys, interviews, off-the-shelf and custom analytics), and market trends as input to decide what to work on next.
- Defined and focused project scope, broke up projects into tasks for the developers.
- Reduced the API endpoints to build down to the essentials based on user research.
- Decided for and specified the iDoneThis Slack integration (90+% of paying teams use it).
- Introduced and gradually refined a light-weight road-mapping and project process, such as vision statements / product hypotheses and wire-framing.
- Implemented sub-projects in both front-end and back-end development.
- *Technologies:* Python, Django, CoffeeScript, Backbone, Stripe API, Heroku, memcached, SQL, Bootstrap, Ruby, JavaScript, CSS, HTML.

- 2013–2014 **Postdoctoral Fellow**, *CHISEL Group, University of Victoria*, Victoria, Canada.
 Researcher in collaboration tools and processes for software developers. Partly remote.
- Initiation, lead, and collaboration on several studies (e.g. *How Software Developers Use Twitter*¹ or *Kinds of Links Shared on Stack Overflow*²); designed and implemented tools and scripts for research.
 - Mentored PhD students, wrote academic papers and blog posts on my research, gave talks in academia and industry (e.g. Microsoft Research).
 - *Technologies*: Java, Ruby, SQL, JavaScript, d3.js, CSS, HTML.
- 2008–2013 **Researcher**, *Software Engineering Group, University of Hanover*, Germany.
 PhD student conducting research on software developer collaboration and adoption of engineering practices.
- Initiation and lead of international collaborations and studies (qualitative and quantitative), e.g. *Testing Practices on GitHub*³ or *Gamification of Version Control*⁴.
 - Wrote academic papers, blog posts on my research; talks in academia and industry (e.g. Audi).
 - Designed and implemented tools and scripts for research, teaching, and experiments.
 - Managed, supervised, and coached students in several courses and student theses.
 - Coached and mentored developer teams from industry (e.g. Volkswagen).
 - PhD thesis: *“Improving the Adoption of Software Engineering Practices Through Persuasive Interventions”*⁵.
 - *Technologies*: Java, Ruby, SQL, Python, JavaScript, CSS, HTML.
- 2002–2008 **Freelance Developer**, *several clients*, Hannover, Germany.
 Contracting and consulting projects financing my university studies.
- Conducted and documented requirements interviews with diverse clients.
 - Implemented projects from start to finish.
 - Sample projects: inventory management for a mechanical engineering company, calendaring system for an even management company, work roster system for a medical company.
 - *Technologies*: Java, PHP, SQL, JavaScript, CSS, HTML.
- 2001–2002 **Software Developer**, *A&L GmbH*, Hannover, Germany.
 Designed and implemented a Web application that allowed its users to create their own Web applications by configuring and nesting generic components.
- Designed and implemented a generic component architecture together with a colleague, initiated application of practices like refactoring, pair programming.
 - *Technologies*: Apple WebObjects, Java, SQL, HTML, Mac OS X Server.
- 1999–2001 **Co-Founder and Developer**, *wap3 Technologies GmbH*, Cologne, Germany.
 Product and software development in a startup focused on early mobile Web (“WAP”).
- Raised venture capital together with two of the other founders.
 - Helped grow the “get your free WAPsite” community to 40,000+ users.
 - Wrote our own ad server in Perl.
 - *Technologies*: Perl, PHP, SQL, JavaScript, HTML, Apache Webserver, Linux.

References available upon request.

¹<http://blog.leif.me/2013/11/how-software-developers-use-twitter/>

²<http://leif.me/papers/Gomez2013.pdf>

³<http://blog.leif.me/2012/09/github-testing/>

⁴<http://blog.leif.me/2015/02/nudging-novices-persuasive-patterns/>

⁵<http://blog.leif.me/2013/02/dissertation-published/>