

Fernando Martínez de la Cueva

Tech Lead / Staff Software Engineer

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Skills

After over 20 years working on software development, I have worn many hats, and hold many roles, among them:

- Software development and maintenance translating complex business domains to code
- System design, architecture planning and documentation
- Hiring management, interviewing, technical assessment
- Mentoring, 1:1's, career paths, learning plans
- Pairing, hands-on coaching
- Product scope slicing, iterations and technical tradeoffs
- Close collaboration with Design, Frontend, Services, Analytics or SRE specialists
- Public speaking, LUGs, conference talks, workshops
- Event organization and promotion, content curation, MCing, speaker liaison

Work Experience

Senior Software Engineer — SeQura (October 2023 — ...)

Business Operations: team who maintains the internal tools that enable the Customer Care and Payment Support functions.

EduQa/PaaS: moved to newly created team that supports the most profitable market vertical (education), and the technical challenges of offering the Company's technical services to customer who lend their own money, by decoupling the "Fin" from the "Tech"

Engineering Manager — Affirm (via Returnly M&A)(May 2021 — September 2023)

Managing a chapter of the Partner Interfaces team across 3 countries. Working on implementation and optimization of the critical APIs used by Affirm's partners such as Shopify, Amazon or Google. Monitoring and reporting of business and technical SLAs. Agile/Scrum ceremonies organization and facilitation. Project planning, estimation and follow-up to ensure timely deliveries.

Sr Software Engineer / Tech Lead — Returnly (October 2018 — May 2021)

Lead Webapps team individual contributors at Spain Keep ruby, js, html and css best practices across hubs. Ensure delivery of market valuable features maintaining apps quality, resilience and performance. Enhance team members ability to contribute, learn and grow within the company.

Software Developer — Besepa Technologies (Feb 2017 — Feb 2018)

Cognitive banking, analysis/visualization of aggregated financial data, transactional security.

Lead Developer/CTO — WeArePeople (2014 — 2017)

App development for clients' and company's product. Rails/Postgres/Redis/Coffeescript/Heroku...

UI Framework developer — Avature (2013 — 2014)

Maintenance and improvement of Avature's custom cross-Browser UI Framework and components that support their main product Frontend.

Development

I am expert with Ruby on Rails, Sinatra/Padrino, Haml/Sass, Html, CSS, Js... practitioner of Agile & TDD, I know my way with version control: SVN and Git, I have been responsible of orchestrating deployment and monitoring of critical services with diverse tools and I have dealt with server setup for web and app servers, databases including MySQL/MariaDb/PostgreSQL, and other services like Memcached or Redis.

Marketing and Design

- Analog and digital photography, editing and composition (GIMP, Photosop)
- Layout design (QuarkXPress, LaTeX2E, GDocs, Pages) and vector art (Freehand, Inkscape)
- Video editing and composition: (Shake/Final Cut Studio/Openshot)

Studies

Associate degree on Computer Science — EPS, UAM (1999-2005)




Senior Technician on App Development — Juan de la Cierva (2004-06)

Languages

1998: Certificate of Proficiency in English, University of Michigan

1994-98: yearly visits to Hastings, Massachussets y Oxford

Trivia

-  I practice saber fencing and have competed at regional and national levels for the last 3 years.
-  Competed for 10 year on a roller hockey team, and taught skating lessons for adults.
-  I love martial arts and have practiced Aikido, Kickboxing, SooBahkDo and VingTsun.