

JAMIE KIERA ADA

Software engineer (12+ yrs) specializing in UX, performance and observability at scale (Dropbox, Etsy, Tumblr) and connecting client metrics to retention and revenue.

Dublin-based; authorized to work in Ireland/EU and US.

EXPERTISE

Cross Platform Performance • Observability and User Experience • Full Stack Agentic Workflows • Organisational Workflows • Dev Relations
Data Driven Analysis • eCommerce

Open Source Contributions: TTVC (Time to Visually Complete) • Data Lasso

EXPERIENCE



Senior Web Performance Engineer, Dropbox, May 2022 - Feb 2025

Lead engineer of a cross-platform performance team. I produced tools and systems for the engineering core tying Dropbox performance to retention and systemically identifying reliability gaps in user lifecycles. TypeScript, Python, Go; React with a proprietary rendering system.



Staff Engineer, Glossier, Inc., Dec 2021 - May 2022

I joined Glossier to lead an overhaul of the Glossier.com rendering stack. Typescript, Python; React.



Senior Software Engineer II, Etsy, Sep 2020 - Dec 2021

Part of the Front End Systems team I worked on a flexible page rendering stack that ties together React/Redux, server-side rendering, and Etsy's time-honed PHP framework.



Co-founder & Creative Technologist, Automic Gold, Sep 2016 - Mar 2021

As a change of course from tech, I co-founded and led engineering at Automic Gold, a company of 12 at the time. Typescript, WebGL on Shopify.

Staff Engineer, Tumblr, Aug 2015 - Sep 2016

Part of the Frontend Core Team, I developed the core Tumblr web app right as React started gaining ground.

... and more