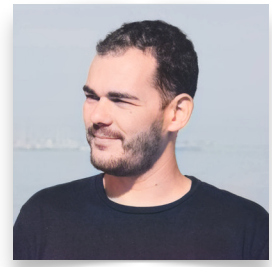# David Pelayo

VP of Engineering
hi@davidpelayo.com - davidpelayo.com

About

Senior Architect and Engineer based in Barcelona who loves writing clean, well-tested code. For the last 10 years, building digital solutions worldwide.

Experimented his twenties with being a product designer and entrepreneur running two companies; but kept on working remotely while becoming e-Resident of Estonia and digitally founding his third company.

Today, he leads an international team of 30+ people for Ford in collaboration with Cognizant, as well as works as VP of Engineering for LactApp, the leading app that helps mothers of over 180 countries with motherhood and breastfeeding.

MSc degree in Computer Science by the University of Alcalá, Madrid.
He speaks four languages proficiently. Loves traveling, sports, economics and reading.

Craftsmanship
Huge fan of quality engineering, thinking carefully about software design. Writing clean, modular code. Implementing TDD when possible. Following industry best practices and being big fan of automatisation.

Teamwork
Working in teams gets the best out of him. Solutions improve faster when they are reviewed by skilled peers.

Effective
Used to working in fast-paced, rapidly changing environments, shipping often and being guided by real world usage.
Curiosity Learning every day is a big reason he is an architect and engineer. He loves the fast-changing technological world and embrace the fact that his knowledge may be deprecated in a year time.

Projects

[LactApp](#) - (01.2020 - Present)
SaaS - The first app dedicated to breastfeeding and maternity

Architects a multi cloud solution - primarily focused on AWS - to enable high-availability, scalability and maintenance of the digital services.

Leads the development of an E2E AI-based solution to automatise over 100k responses/week across 180+ different countries, native apps for iOS and Android, as well as web interfaces with React.

Guides the SaaS business collaborating with the CTO to define the strategic roadmap. Participates developing custom-made digital solutions for scientific studies in the field.
VP of Engineering reporting to CEO and CTO.

[Ford Europe](#) - (02.2021 - Present)
- Industry leading automotive brand for Commercial Vehicles

Leads a team of 20+ engineers and overall 30+ people and architects an E2E solution for efficient digital collaboration. Google Cloud based. Asynchronous events processing with Kafka brokers. Internationalization with Adobe Experience Manager as CMS. UI built with React. CICD with Jenkins.

Leads the Account and the relationship with the customer, driving the team and project with SCRUM and PI planning sessions.
Reports to Senior Management and the Customer.

KIA Europe - (10.2020 - 01.2021)
- Rebranding for dozens of different markets in Europe

Leads a team of 20 engineers and architects the rebranding of over 19k+ unique pages as well as the Car Configurator, Dealer Locator and others micro applications,

with Adobe Experience Manager as CMS and an hybrid of on-premise infrastructure and Google Cloud. CICD with Jenkins. Fronts with Vue and Angular.

Internationalisation with all European languages.
Reports to Senior Management and the Customer.

[Winemaker World SA](#) - (12.2017 - 07.2020)
- SaaS - A B2B-centric Swiss retailer marketplace of electronic products

Architects the public-facing and internal studio platform. Cloud-based architecture on AWS, leveraging EC2, Margate, DynamoDB, Lambdas, GraphQL, AppSync, Cognito and Amplify. Server-side rendering. CICD with Vercel.

Internationalisation in German, English, Italian and French.
Reports to CEO.

[Conrad Electronics SE](#) - (12.2017 - 07.2020)
- SaaS - A B2B-centric German retailer marketplace of electronic products

Architects the relaunch of the Conrad brand porting the solution to Google Cloud.

Leads a team of 10+ remote engineers and a Community of Practice to study real-time performance of the services to improve ROI. CICD with Jenkins. CMS with Adobe Experience Manager. Dockerized solutions. Microfrontends architecture with Vue. API Gateway with ApiGee.

Internationalisation in German, Swiss-german, English, Italian and Polish.
Reports to Senior Management.

[TAS Consultoria](#) - (04.2018 - 06.2019)
- SaaS - First legal, company creators and real estate investment managers in Barcelona

Rebuilds a 6k+ pages website of a legal entity with Go and Hugo. Creates a custom-made Go-based CMS delivered successfully to production.
CICD with Gitlab. AWS-based.

Internationalisation in French, Spanish, English and Chinese.
Reports to CEO.

[Happiness Meter - Smart Dubai](#) - (10.2016 - 11.2017) * Starts second company
Real-time live sentiment capture engine for Dubai public institutions, the meter represents a measurement gauge for the happiness goal

Architects a cloud-based (AWS) E2E solution from core services to front hybrid apps for iOS and Android to collect, process and derive enormous amounts of data in real-time. Apps work offline.

Deploying on-site 10k+ iPads at Dubai public institutions to bootstrap the service.
Collaboration with the Prime Minister Office of Dubai and the Ministry of Happiness of Dubai.
CICD with Bitbucket. Tests with Mocha, Chai, Sinon and Cypress. UI build with React and React-native. Storage with on-cloud MongoDB.

Internationalisation in English and Arabic.
Reports to PMO.

[Lodgify](#) - (09.2015 - 03.2017) * Starts working remote-first
- SaaS - Vacation rental software for properties and bookings management

As Senior Fullstack Engineer leads a team of 5+ and builds a number of public-facing and private products. The core of the solution is .NET-based. Legacy code rearchitecture to event-driven pattern. Front with React. Contributes to build a CMS system and initial steps to migrate to multi cloud with Google Cloud and MS Azure.

Sets the CICD pipelines to highly-automatism with Jenkins. Dockerized services + exploring Kubernetes.

Internationalisation in English, Italian, German, Spanish and French.
Reports to CTO and CEO.

[Touché](#) - (09.2014 - 09.2015)
- SaaS - All-in-one solution for outstanding F&B service

As Senior Engineer leads a team of five and builds the first production version of a revolutionary product which integrates an E2E solution to pay with the fingerprints in onboarded venues.

Delivering with SCRUM a Spring Boot based solution integrated consumed by Hybrid apps and and Angular-based UI. CICD with Bitbucket. Dockerized services. Testing with Protractor. Project managed with JIRA.
Reports to CTO and CEO.

[i2cat](#) - (03.2012 - 08.2013)
- The Internet Research Center

Research project in collaboration with a number of different teams and companies from Europe. The platform created allows from processing and deriving datasets to analysing them leveraging first-class polished UX. Explores cloud technologies.

Integrates with WSO2 and Amazon services consumed by a web-based built with BackoneJS and D3JS. CICD with Bitbucket. Testing with Mocha. Project managed with JIRA.

Reports to CTO.

Further collaboration with DRTS to exploit the solution in the private sector.
Keep reading at: https://cordis.europa.eu/project/id/262469/reporting

[Find out more here](#)