

Jens Oliver Meiert

Technical Leadership and Communication

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Citizenship German
Residence Pontevedra,
Spain



Summary

- People-first, continuous-progress, multi-purpose engineering manager and servant leader
- Experienced building distributed teams that deliver reliably and grow healthily
- Capable of being effective with limited resources, that is, saving budget over a certain time period
- Agile Leader (PAL), Scrum Master (PSM), AWS Certified Cloud Practitioner
- Author of various books about web development (O'Reilly, Frontend Dogma) and creator and owner of several established tech sites (e.g., meiert.com, Frontend Dogma, WebGlossary.info)

Career

2023–2024 Engineering Manager (Accessibility) @ [Miro](https://miro.com), remote

- Responsible for the Miro Accessibility team and improving the detection of accessibility issues, reducing the number of accessibility issues, as well as improving the user experience of people with disabilities (and therefore all users)
- Improved the detection of accessibility issues, by increasing the number and quality of accessibility tests, planning and implementing an engineering-wide testing strategy, and managing third-party company-wide accessibility audits
- Reduced the number of defects by >90%, by informing, enabling, and collaborating with other Miro teams to fix issues as well as by resolving issues with the team itself (when there was capacity to help a team in distress, or when tactically important)
- Improved the experience of people with disabilities as measured by an x% satisfaction increase, through the development of conventional and AI-supported features that made (or enabled to make) Miro product and content more accessible
- Decreased the number of enterprise customers lost due to accessibility concerns to 0, by virtue of the delivered results as well as close collaboration with key customers
- Constraints: Sustained hiring freeze, which I took to make additional investments in team efficiency and productivity, as well as to pay extra attention to team health and well-being
- Key parts of tech stack: HTML canvas, JavaScript/TypeScript; Node.js

2022 Engineering Manager (Developer Experience) @ [LivePerson](https://liveperson.net), remote

- Following a reorg, responsible for the LivePerson DX team and improving the satisfaction of developers using LivePerson APIs and SDKs
- Improved developer satisfaction by >10 NPS points, by restructuring and updating [LivePerson Developer Center](https://liveperson.net/developer-center) content and refactoring its code base (which, among other metrics, increased performance by >30%, taking off >1 s load time on average)
- Informed long-term strategic decision-making by providing senior leadership with research and suggestions for DX feature and tooling opportunities, as well as around staffing
- Constraints: Sustained hiring freeze, which I addressed by setting up the team with a can-do, generalist attitude as well as taking a hands-on approach (by likewise refactoring, developing, and optimizing code, as well as writing and editing documentation)
- Key parts of tech stack: HTML, CSS, JavaScript; Node.js; Gatsby; Platform.sh

2021–2022 Engineering Manager (Data Protection and Privacy) @ [LivePerson](https://liveperson.net), remote

- Responsible for the LivePerson DPP team and ensuring 100% legal compliance and technical stability of account- and user-related microservices (including account creation, PII encryption, mTLS authentication, and EU *Right to Be Forgotten* request management)
- Managed legal compliance through close collaboration with legal and security teams, as well as by requesting third-party audits
- Improved stability to 99.99%, by refactoring services, doubling test coverage (~80%), automating dependency management, and reducing technical debt
- Managed company-wide incidents and distributed engineering leadership load, by being an active member of LivePerson's call leader rotation
- Constraints: Sustained engineering-wide state of alert, which I addressed by working with my product manager counterpart to prioritize strong technical ownership, test coverage improvements, automation of dependency management, and technical debt reduction
- Key parts of tech stack: Java/Kotlin; Node.js; Kubernetes; Prometheus

2020–2021 Engineering Manager (Marketing Tooling) @ [Jimdo](https://jimdo.com), Hamburg (Germany) and remote

- Responsible for the Jimdo Marketing Tooling team and improving pay user conversion on the international Jimdo website, as well as providing technical support (implementation and advice) for Marketing to achieve their business goals
- Improved pay user conversion by x%, by optimizing website performance and implementing a full rebranding, but also by enabling and implementing lessons from continuously run website A/B tests, supporting content updates and localization, and consistently optimizing the code base (e.g., accessibility, security, maintainability, standards conformance)
- Provided Marketing with support on all their business priorities, by close collaboration with Marketing and Engineering leadership, flexible and tactical prioritization, and promoting and growing the team (to up to 10 people, contractors included)
- Increased internal engineering-wide motivation (as measured by voluntary contributions) as well as external professional interest and recognition (as measured by public likes and reshares), by reinitiating, building support for, and co-leading Jimdo's Engineering Communication program
- Key parts of tech stack: HTML, CSS, JavaScript; Node.js; Gatsby; AWS

2018–2019 Senior Web Developer and acting Technical Communications Lead @ [sum.cumo](#), Hamburg (Germany)
 2013–2018 Founder @ [Meiert Web Development & Consulting](#)
 2010–2013 Senior Webmaster and HTML/CSS Tech Lead @ [Google](#), Mountain View (United States)
 2008–2010 Webmaster (Web Developer) @ [Google](#), Zurich (Switzerland)
 2006–2007 System Architect Frontend (Web Developer) @ [Aperto](#), Berlin (Germany)
 2003–2006 Senior Information Architect (Web Developer) @ [GMX](#), Munich (Germany)
 2001–2003 Web Developer @ [OPEN KNOWLEDGE](#), Oldenburg (Germany)
 2000–2001 Web Developer @ [CANBOX](#), Oldenburg (Germany)

Education

2001–2002 (Computer Science, not completed @ [FernUniversität Hagen](#), remote)
 1998–2000 state-certified Technical Assistant for Computer Science @ Berufsbildende Schulen Varel (Germany)

Skills

- Leadership—including communication, long-term vision
- Management—including hiring, team development, people management, project management, agile methodologies, AI-enhanced productivity, relationship-building
- Web development—including HTML, CSS, accessibility, performance, SEO, maintainability, AI-assisted development
- Web design—including usability
- Technical writing—including content management, digital publishing

Selected Books and Publications

2024 [Upgrade Your HTML V](#)
 2023 [The Web Development Glossary 3K](#)
 2022 [Upgrade Your HTML IV](#)
 2021 [Upgrade Your HTML III](#)
 2020 [Upgrade Your HTML II](#)
 2019 [Upgrade Your HTML](#)
 2018 [CSS Optimization Basics](#)
 2016 [The Little Book of Website Quality Control](#) (O'Reilly)
 2016 [The Little Book of HTML/CSS Coding Guidelines](#) (O'Reilly)
 2015 [On Web Development](#)
 2015 [The Little Book of HTML/CSS Frameworks](#) (O'Reilly)
 2007 [Webdesign mit CSS, 2nd ed.](#) (O'Reilly)
 2005 [Webdesign mit CSS](#) (O'Reilly)
 2004 – present Reviewer for O'Reilly Media
 2003 – present Author of more than 500 articles on [meiert.com](#) as well as for magazines like [heise/iX](#), [A List Apart](#), [CSS-Tricks](#), &c.

Memberships

2017 – present Google Developer Expert
 2013–2023 Philosophy of the Web Group
 World Wide Web Consortium (W3C)
 2010–2019 Website Award Jury
 Design Made in Germany
 2009–2019 Smashing Editorial Panel
 Smashing Magazine
 2007–2015 HTML Working Group
 World Wide Web Consortium
 2005–2007 Board of Directors
 Webkrauts
 2004–2010 Interaction Design Association (IxDA)
 2004–2009 Usability Professionals' Association (UPA)
 2003–2006 WAI WCAG Working Group
 World Wide Web Consortium