

Marla Defensor

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Experience

Hims & Hers Senior Software Engineer

Mar 2024 - Present

- Leading multiple high-visibility launches across Hims & Hers categories which contributed to **45% YoY increase** in subscribers
- Serving as technical owner for consultation flows component library and team representative for cross-engineering design meetings
- Mentoring team members by advocating for better development practices and encouraging frequent collaboration to produce high-quality, reusable code
- Developing onboarding documentation, product launch run books, and cross-functional best practices
- Acting technical POC for cross-functional product launch meetings that include Engineering, Product, Infrastructure, and Design

Hims & Hers Software Engineer

Mar 2022 - Mar 2024

- Led the Hims Hair category and partnered closely with Product and Design to rapidly prototype and launch new features
- Collaborated with key stakeholders to implement, maintain, and iterate upon components for hims & hers consultation intake flows
- Designed, built, and evaluated A/B experiments to drive key metrics in consultation flows - top-of-funnel, intake, treatment select, shipping, and checkout, with each feature having an **average +1ppt stat sig lift**
- Supported multiple service migrations: telemedicine intake migration, and checkout payment endpoints upgrade which enabled **3 million+** tele-health visits to be requested on the platform in 2024
- Fostered collaboration across Engineering team by actively participating in cross functional team discussions, sprint ceremonies, technical investments, and code reviews

IBM Front-End Developer

Aug 2020 - Mar 2022

- Worked on Modern InFlight application under IBM's Supply Chain Business Network
- Frequently used the IBM Design System to implement and iterate upon internal facing user interfaces
- Partnered with designers, product, and backend teams to ensure code worked seamlessly with other systems

Knowledge

Agile, Responsive Web Design, E2E Testing, Unit Testing, A/B Testing, Conversion Rate Optimization, Cross-Functional Collaboration, Web Accessibility, REST APIs, CI/CD

Tools

GitHub, Figma, Postman, Cypress, Jest, GrowthBook, Amplitude, AWS, Gulp, Photoshop, InDesign, Drupal, Kubernetes, OpenShift Cloud Platform

Languages / Libraries

React, JavaScript, TypeScript, GraphQL, HTML, CSS, Python, C++, PHP, MySQL, jQuery, TailwindCSS, Sass, Bootstrap, Foundation, MaterialUI

Education

Michigan State University

B.S. in Computer Science with Business Cognate

Udacity

Nanodegree, Front-End Web Developer

Additional Experience

Herman Miller Web Developer

Jan 2020 - Apr 2020