

TIFFANY H. LAM

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SUMMARY

Senior Software Engineer with 8+ years of experience building experimentation-driven product features at scale. Strong frontend foundation in React/TypeScript with deep experience building scalable, user-facing product experiences, improving reliability, and leading large-scale migrations across platforms serving **30M+ websites**.

EXPERIENCE

GoDaddy - Software Engineer IV (Senior Software Engineer)

2018 - Present

- Technical Lead for the Website Builder team, driving technical design, feature delivery, cross-team collaboration, and mentorship of junior engineers and interns.
- Led AI-powered copy generation experiments to improve feature discoverability and usability, increasing adoption from **1.7% to 31.9%** and driving up to **117% lift in engagement**.
- Improved AI copy reliability by identifying and eliminating top production error causes, reducing daily API failures from **6,600 to 180 (36x reduction)** and enabling international rollout.
- Established foundational frontend architecture for a new editor shell, defining routing patterns, modular structure, preview scaling logic, and shared UI infrastructure to support extensibility and improve developer velocity.
- Co-led migration of **600,000** published sites to a higher-performing contact form widget based on experiment results, validating site eligibility and DNS state to ensure a zero-disruption rollout.
- Delivered customer-facing dashboard improvements that increased logo adoption by **30.6%** and third-party integration engagement by **19%**, using experimentation to refine the user experience.
- Established baseline publish rates through A/A experimentation, enabling reliable A/B testing of UX changes and driving **34,500** annualized incremental site publishes.
- Led migration from a legacy email service to centralized infrastructure, coordinating service cutover, certificate updates, and schema changes to ensure a seamless transition and improve system reliability.
- Leveraged AI tooling to develop a new widget schema proposal, iterate on design diagrams, and define a phased implementation plan.

GoDaddy - UX Designer

2016 - 2017

- Developed React components and contributed to shared UI system and internal design library.
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TECHNICAL SKILLS

Languages: TypeScript, JavaScript

Frontend: React, Next.js, Modern CSS

Backend: Node.js, REST APIs

Cloud: AWS, CloudWatch

Practices: Experimentation & A/B Testing, CI/CD

EDUCATION

B.A. in Computer Science from University of California, Berkeley