

# Kelly King

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## STAFF SOFTWARE ENGINEER

- 13 years of experience on frontend and full-stack teams at Tumblr and Twitter, passionate about building high-impact, customer-focused products that serve millions of users.
- Committed mentor and team builder, fostering a collaborative environment where everyone is empowered to do their best work.
- Versatile engineer across tech stacks and roles, including IC, tech lead, and cross-functional project lead, with a track record of innovation, including 7 Hack Week awards at Twitter and Tumblr.
- Tech community organizer and speaker, promoting knowledge sharing in the industry.

## WORK EXPERIENCE

### Full Stack Engineer

#### Tumblr, Remote UK | March 2023 – April 2025

- Led backend development for moderation tools in Tumblr's new [Communities](#) feature, ensuring a highly customer-focused approach through partnership with design and Trust & Safety
- Built a reporting flow for Community members to flag content to their moderation team, facilitating growth while reducing the burden on Tumblr support.
- Prototyped and secured leadership buy-in for an automated moderation feature to proactively remove suspicious content -- leveraging report volume and classifiers for media, text, and links -- to prevent spam from reaching users and reducing the workload for human moderators.
- Led web development for [Tumblr Premium](#), a new monthly subscription service which tied together an existing ad-free offering with new perks like access to premium features, monthly store credits, and free [Blaze](#) campaigns. Led project planning and estimation within a 9-person cross-functional team, ensuring timely milestones and successful launches. This project resulted in 15% increase in Annual Recurring Revenue over the previous subscription model.
- Launched a new multi-column layout experience on Tumblr.com after winning first place in Hack Week and securing leadership buy-in. Tailored for power users and created in close

collaboration with the design team, this feature was launched as a premium offering.

- Improved the notification quality at Tumblr by enabling users to mute notifications for individual posts and automatically detecting surges, consolidating them into summary notifications. This feature helped our most popular users avoid notification overload while reducing infra costs, eliminating 2 million notifications per day with no impact on conversions.

## **Staff Software Engineer**

**Twitter, London, United Kingdom | 2020 – January 2023**

- Joined Embeds team in mid-2022, co-owning six services used to power embedded Tweets and timelines.
- Added ML-driven related videos to embedded Tweets, driving 300k mDAU
- Led web UI and native SDK support for Twitter's first web3 integration, [NFT avatars](#), resulting in a 40% increase in Twitter Blue subscribers.
- Improved reliability and performance of the web platform by adding typing, reducing bundle size, and adopting a GraphQL Client.
- Drove new processes across 150-person web team to standardize new tech adoption and team support rotations.
- Mentored 5 interns and 9 engineers across my roles at Twitter.

## **Senior Software Engineer**

**Twitter, San Francisco, California | 2017 – 2020**

- Drove Twitter's transition to GraphQL on the web, overseeing the migration of millions of daily requests from REST to GraphQL. Managed the growth of GraphQL usage from initial implementation to hundreds of queries and 20 contributors.
- Developed curriculum and ran GraphQL & React Hooks workshops for the web team, and an Accessibility class for all new hires at Twitter.
- Shipped features across twitter.com, including video, DMs, logged-out, GDPR, and anti-abuse.
- Co-authored a Code Review Working Agreement and helped revamp the team hiring process.

## **Software Engineer II**

**Twitter, San Francisco, California | 2014 – 2017**

- Built user-facing features on Twitter desktop web client using Scala, mustache and JavaScript.

- Collaborated with design/backend to build features like Quote Tweet and Ranked timeline.

## Frontend Engineer

**Systems in Motion, Ann Arbor, Michigan | 2013 – 2014**

- UI development for a biotech company, migrating Java Spring-based genotyping software into web technologies (BackboneJS, HTML and Canvas).

## EDUCATION

**University of Michigan**

BS in Environmental Science | 2010

## SKILLS

- **Languages:** JavaScript, TypeScript, GraphQL, PHP, SQL, Node, CSS, HTML
- **Frameworks:** React, Redux, React Query, Relay, Jest, React Testing Library
- **Tools:** Webpack, Storybook, Figma, OpenTSDB, Grafana, Superset
- **Proficiencies:** A/B testing, Accessibility, Observability

## INDUSTRY ENGAGEMENT

**Conference founder and organizer**

- Founded and organized [JSConf Hawaii](#) in 2019-2020 with 750 attendees and 40 speakers.
- Organized [WaffleJS](#), a monthly JS meetup with 100 attendees per event, from 2015-2019.
- Founded [Write/Speak/Code Meetup](#) in 2015 to improve diversity in tech by empowering women and non-binary persons to give conference talks and contribute to open source.

**Conference speaker**

- "[Elevate Your React Workflow with Figma](#)," ReactJSDay Verona, 2024
- "React+GraphQL," [Destination: Web](#), 2019
- "Web Animations," [WaffleJS](#), 2016
- "Board Game JS," Nodevember, 2015
- "Experimentation and Emotional Design," EmpireJS, 2015 and jQuerySF, 2015

**Accessibility advocate**

- Founded Twitter Accessibility Shepherds to educate employees on accessibility topics, review new product briefs, and host weekly office hours.
- Created and delivered an accessibility course as part of Twitter's New Hire Orientation, and managed a rotation of instructors.