

## Jens Oliver Meiert

Technical Leadership and Communication

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### Summary

- Holistic, people-first, continuous-progress 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](http://meiert.com), [Frontend Dogma](http://Frontend Dogma), [WebGlossary.info](http://WebGlossary.info))

### Career

2025 Senior Engineering Manager @ [PandaDoc](https://pandadoc.com), remote

- Responsible for two teams on PandaDoc's Customer Value track, maintaining and developing key parts of PandaDoc workflows and related AI agents
- Accomplishments limited due to onboarding and short tenure: ensured reliable delivery of product features, improved test coverage and dependency management, and initiated track- and engineering-wide initiatives, including designing, managing, and concluding a track-wide trial of AI tooling for code reviews
- Constraints: Unforeseen and ultimately not overcome lack of collaboration from main product partner, a situation which threatened to pull down one team and came with early penalties; decided to use the probation period to prevent this exceptional situation from having an impact on business goals (and quit but agreed to stay on longer to ensure proper handover and transition)
- Key parts of tech stack: HTML, CSS, JavaScript; React, Redux; Node.js; Python

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](#), 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

2025      [On Web Development II](#)  
 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](#)

### Memberships

2017–2025      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

2007 [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.

Additional information: [LinkedIn](#) · [GitHub](#) · [Mastodon](#)

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