

AIDAN LEGASPI

ENGINEERING MANAGER — PRODUCT, PLATFORM & APPLIED AI

9 years in software engineering · 6 years leading teams · 3 as an Engineering Manager

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EXPERIENCE

Eventbrite — Jul 2017 – Apr 2026

Engineering Manager — Apr 2023 – Apr 2026

Managed delivery-focused, psychologically safe teams in the US and Spain, up to 9 direct reports at once, owning hiring, coaching, performance reviews, and promotions.

Engineering Manager, Creator Growth & Monetization — Aug 2024 – Apr 2026

8 direct reports · 14 production services · 3 event-management frontends · ToneDen paid social ads

- Retained all 8 direct reports for 20 months after a reorg, including a high performer with a higher-paying offer, through coaching, high-impact projects, and visibility.
- Promoted 2 direct reports from Engineer II to Senior and consistently earned the highest Workday Peakon manager score among peer EMs; separately mentored 2 engineers outside my reporting line to promotion.
- Led the team through an Aug 2024 reorg that absorbed Monetization's services and frontends with only 2 transferring engineers, holding transition 1:1s, clarifying ownership, and resetting priorities to capacity.
- Co-owned engineering for Eventbrite's Free Tier relaunch, which removed ~\$20M in annual seller fees and added 343K incremental tickets (115K paid) in its first month, then passed both 2025 SOX audits at 100%.
- Cut the team's infrastructure and vendor spend 40% (~\$140K/year) by standardizing on AWS-native services and eliminating redundant contracts.
- Established delivery practices and expanded engineers' ownership of planning and stakeholder communication; over ~9 months, cycle time fell 60%, the bug backlog 75%, and throughput rose 40%+.
- Set an 80% test-coverage floor across 14 services and added E2E coverage for every team-owned user flow.
- Spearheaded Eventbrite's first organizer AI assistant, winning best hackathon demo, then delivered it in 2 weeks with 1 engineer via a harness-engineering workflow reused on 2 more projects.
- Hosted weekly AI Lunch & Learns that grew AI tool adoption to 100% of engineers and PMs across 2 teams.
- Secured approval for the Tracking Pixels rebuild after top organizers escalated a P0, then shipped TikTok support, Meta Conversions API, and server-side attribution that lifted conversion match quality 30%+.
- Drove the organizer dashboard's re-architecture onto Next.js, improving LCP ~40%; A/B tests on the new dashboard lifted recommendation click-through 350% and campaign-creation conversion 140%.

Engineering Manager, Design Systems (concurrent with Creator Growth) — Jan 2025 – Apr 2026

- Authored the hiring plan and interview loop for Eventbrite's first Design Engineer track, then hired and managed a Design Engineer through it.
- Advised the federated team that put Marmalade on every screen of the new React Native consumer app for the March 2025 rebrand, then led the push to bring it to web.

Engineering Manager, Frontend Enablement — Apr 2023 – Aug 2024

5 direct reports + a localization contractor · majority based in Spain, led from Eastern time

- Built Frontend Enablement from scratch in a quarter, hiring 2 engineers and transferring in 3 to join the team's principal engineer.
- Introduced Scrum across US and EU time zones, then handed its ceremonies to the team.
- Turned around an underperforming engineer in 30 days with a written coaching plan.
- Managed a design systems contractor in late 2023 who closed Marmalade's component gaps with the legacy system on web.
- Delivered the 3-year tech plan's AWS paved path off the Django monolith, so teams shipped standalone Next.js apps on architecture they owned.

- Drove the paved path from proof-of-concept to the standard for new web projects, reaching over a fifth of engineering in three quarters and over half by 2025, and cutting monolith commits 50% YoY.
- Shipped CDK constructs for cross-cutting concerns and CloudWatch monitoring, cutting app setup time 90% and BFF startup from 6 weeks to 2 days.
- Rolled out CodePipeline CI/CD to Lambda, Fargate, and S3/CloudFront targets, cutting deploy time 75%.
- Took a 3-team platform program from amber to green in 6 months as interim TPM, resolving dependencies with the identity and security programs and reporting monthly to executive leadership.

Staff Engineer — Oct 2022 – Mar 2023 · Design Ops

- Co-created the Marmalade design system, cut bundle size ~90% per primitive vs the legacy system, and piloted it with Checkout, Marketing Tools, and Help Center before opening it org-wide.
- Owned the shift to federated contribution, growing contributors 5x. By 2025: 80+ components, 4,000+ production imports, and an estimated ~\$2M/year in saved engineering effort.

Senior Software Engineer / Tech Lead — Jul 2020 – Sep 2022 · Multi-Event Management, Design Ops

- Delivered Eventbrite Creator Collections in ~3 months as tech lead for 6 engineers.
- Built the multi-event series UI, letting organizers manage up to 900 events in a single workflow.

Software Engineer I & II — Jul 2017 – Jul 2020 · Frontend Platform

- Led engineering for the 2018 IPO rebrand, expanded the first-gen design system, and built developer tooling and the org permissions UI.

SKILLS

Leadership: Coaching, career development, hiring, performance management, Agile/Scrum

Frontend: TypeScript, React, React Native, Next.js, Remix/React Router, Playwright, Core Web Vitals, WCAG 2.1 AA

Backend & Cloud: Node.js, Python, AWS (Lambda, Fargate, CloudFront, CloudWatch, CDK, CodePipeline)

Architecture: System design, BFF architecture, streaming SSR, serverless

Product & Delivery: Observability (Datadog, Sentry), A/B testing (Statsig), SOX

Applied AI: Harness engineering, coding agents (Claude, Cursor), Glean, MCP

AWARDS & EDUCATION

Design System Awards 2023 — Best Documentation and Jury's Choice for Marmalade

Quarterly Engineering Award (x2) — 2018 Web Rebrand, 2022 Marmalade Design System

McKinsey Connected Leaders Academy — Management Accelerator (2024), Leadership Essentials (2022)

Dev Bootcamp — Full-Stack Web Development