Daniel Baez

Software Engineer | Cloud-Native Architect & IoT Expert

San Francisco, CA | Remote

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Summary

I am a Chilean software engineer who learned to code early in life and have spent the past 17 years cultivating a career defined by curiosity and impact. My experience spans a diverse range of technical challenges—from developing web, mobile and cloud-native solutions, to social and financial networks, while building scalable software platforms and designing complex IoT architectures. As a generalist, I excel in adapting to evolving tech landscapes, I'm prepared to manage Unix-based systems with ease. My deep exposure to cloud elastic infrastructures has equipped me to optimize product reliability and operational excellence across the stack.

Throughout my career, I've thrived in environments that hustle for success and embrace rapid iteration driven by data. I've held roles from individual contributor to technical leader, all driven by a commitment to crafting software that meets real-world needs and withstands the test of scale and complex business demands. To me, software engineering is both a craft and a mission that I live with passion.

Experience

Senior Software Engineer at Motive (formerly KeepTruckin)

San Francisco, CA — *October 2019 - Present*

Motive has been an incredible journey. From the start, I believed deeply in our mission. As a Chilean and a student of my country's history, I understand how essential logistics and goods distribution are to maintaining a functioning social contract.

I joined when our engineering team was still small—around 40 engineers working closely with the CTO in downtown San Francisco. Those early days were some of the most inspiring of my career.

Starting as an individual contributor, I delivered foundational improvements to our core systems. My first project was building a language-agnostic point-query cache layer, which reduced database load and remains in production six years later, handling hundreds of thousands of requests per second during peak hours.

Over time, I drove several key backend initiatives focused on performance, evolution, and reliability, including:

- Introducing connection pooling for high-throughput I/O resources such as Redis.
- Establishing the practice of feature-flagging critical releases — now a company-wide standard.
- Developing tracing libraries in both Golang and Rails, initially for my own needs but later adopted organically by over 100 projects as the de facto standard.

As the company scaled, our monolithic "platform" team split into specialized groups, and I transitioned to the IoT Platform team—critical to Motive's identity as an IoT and AI company. At the time, the team had only two engineers. I took ownership of one of our primary ingestion pipelines for edge-to-cloud data transfer, which today handles roughly 40% of all uploads—about 60 million per week.

The work I'm most proud of, however, is leading the complete reinvention of our configuration system—a backbone of Motive's operations. During the 2023 holiday period, I assumed responsibility for the system, which was in crisis yet crucial to several upcoming launches.

At the time, configuration updates could take **up to 60 hours** to reach the edge, and provisioning a new configuration could take **two weeks**. I worked relentlessly to bring the system back to life and make configuration **real-time** and **observable** across all product lines.

Key Contributions

- Designed a **hierarchical profile structure** (company 'vehicle 'device) enabling fine-grained configuration of different device populations.
- Introduced full **visibility and monitoring** across all configuration flows.
- Re-engineered the pipeline to be **event-driven**, reducing end-to-end latency from days to seconds.
- Delivered a **new back-office experience**, enabling new settings to be created and rolled out instantly.

Impact

- Made **global configuration pushes** possible — we can now reconfigure millions of trucks multiple times per day.
- Became the foundation for all **15+ AI models** running across continents; every model depends on this system's flexibility.
- Enabled **A/B testing** capabilities as a natural by-product of the design.
- Provided an unmatched **trial experience**, allowing behavior changes on demand for enterprise customers such as **Cintas** and **FedEx**.
- Integrated configuration directly into the **edge-developer workflow**, so declaring a setting in code automatically exposes it to live fleets through admin tools.

Senior Software Engineer at Fitbit (now part of Google)

San Francisco, CA — *January 2018 - September 2019*

My time at Fitbit offered invaluable experience with global-scale architectures—the largest platform I've worked on so far. I gained hands-on exposure to industry-standard practices for Kafka and large-scale deployments over distributed systems like Mesos, a precursor to Kubernetes.

Together with the team, I was responsible for managing and optimizing critical services during high-demand periods, including Thanksgiving and Christmas, ensuring stability and scalability under heavy traffic.

We also developed a tool called SIMPL—a web interface that streamlined microservice development with guided, wizard-like workflows. SIMPL accelerated development across the company and improved maintainability by serving as a central source of truth for software artifact ownership.

Senior Software Engineer at The Meet Group

San Francisco, CA — *October 2016 - December 2017*

Working at The Meet Group was a fast-paced, high-impact experience where I honed my skills in system integration and technical leadership. I joined just as the company had completed a major acquisition (SKOUT was acquired by TMG), which brought unique challenges in unifying and overhauling systems to meet higher performance and scalability requirements.

I played a key role in this integration effort, working on critical updates to ensure seamless functionality across platforms and services. This experience gave me a solid foundation in system migrations and the intricacies of aligning distinct tech stacks under one cohesive architecture.

Beyond technical contributions, I also took on responsibilities in recruitment and mentorship. I helped shape a team culture that valued innovation and technical excellence, actively recruiting new talent and providing guidance to junior engineers.

My time at The Meet Group taught me the importance of adaptability and collaboration, especially in a rapidly evolving environment. This role solidified my ability to lead complex projects and strengthened my commitment to delivering impactful, high-quality software solutions.

Senior Software Engineer at SKOUT

Santiago, Chile / San Francisco, CA — *Sept 2014 - Oct 2016*

SKOUT marked a transition in my career where I moved, from the Chilean industry to the Silicon Valley startup scene, embracing the opportunity to work closely with the team on core backend development.

Skout was still a young startup with a very effective, efficient team. Around 50 people would run the whole company.

One of my notable achievements was leading an overhaul of the messaging system, introducing a "chat request" feature that enhanced user experience by filtering unwanted communications.

I also fortified our security architecture by re-engineering login and signup protocols, these updates made possible to incorporate AI-driven verifications and CAPTCHA to bolster user safety.

These projects not only showcased my technical acumen but also underscored my commitment to creating scalable and user-focused software solutions.

Education

Bachelor in Computer Science

Universidad Tecnológica De Chile | 2005 - 2010

Professional Certifications

Professional Cloud Architect

Google Cloud | 2023 - 2025

Professional Cloud DevOps Engineer

Google Cloud | 2023 - 2025

Professional Cloud Developer

Google Cloud | 2023 - 2025

Languages

Spanish: Native

English: Fluent

French: Advanced | B2| C1

German: Beginner | A1| A2

Soft Skills

Baptiste Power Yoga Instructor: Baptiste Power Yoga San Francisco

CrossFit Level 1 Trainer: CrossFit Education

Technical Skills

Core Technologies

Amazon Web Services (AWS) · IoT · Microservices · Google Cloud Platform (GCP) · Vercel · Firebase

Programming Languages

Java · JavaScript · Go · C · PHP · TypeScript · Ruby · Clojure(Script) · Python · Shell Scripting

Frameworks & Tools

AWS Lambda · Bazel · Docker · DynamoDB · Git · Gradle · J2EE · Jenkins · Kafka · Kubernetes · Laravel/Codelgniter · MQTT · Maven · Memcached · MongoDB · MySQL/MariaDB · Next.js · Node.js · Oracle · PostgreSQL · RabbitMQ · Rails · React · Redis · SQL Server · SQLite · Terraform