

# Abraham Velazquez, Director of Engineering

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## PROFILE

Engineering leader with 18 years of experience building and scaling product and platform teams at Dropbox and Apple. Led organizations of **60+ engineers** delivering multi-product systems powering monetization, developer workflows, and customer lifecycle. Proven track record of driving company-level initiatives, improving execution across **20+ teams**, and building platforms that enable new product lines and revenue growth.

## EXPERIENCE

### Dropbox — Director of Engineering, Core — 2025 - Present

- Lead a **60+ engineer organization across 4 teams** owning multi-product monetization, Admin platform, and Desktop Sync, supporting core revenue systems and customer lifecycle infrastructure.
- Led a **20-team execution reset**, introducing the first unified planning and delivery system across Core—enabling measurable execution (**>90% on-time delivery**).
- Built and launched Dropbox's **first multi-product checkout and monetization platform**, enabling Dash and FSS launches and unlocking new self-serve and sales-led revenue streams.
- Scaled Admin Console into a **multi-product control plane**, enabling provisioning, billing, storage, and lifecycle management across products.
- Improved account security and reduced costs by driving **passkey adoption (>20% individuals / >40% teams)** and deprecating SMS-based authentication.
- Improved engineering velocity and quality, increasing **test coverage to 80%+** and saving **10k+ engineering hours annually** through developer experience and reliability initiatives.
- Drove system health initiative across **450+ components**, achieving full visibility and coordinated reliability improvements across Core systems.
- Led platform partnerships with Apple and Microsoft, delivering file system infrastructure supporting seamless cross-platform sync experiences.
- Owned hiring systems for all of Dropbox Engineering, improving **candidate NPS by 16 points** and scaling interviewer effectiveness.

### Dropbox — Senior Engineering Manager (Area Lead) — 2022 - 2025

- Led a **35+ engineer organization** across multiple teams building Admin platform, lifecycle systems, and product-led growth infrastructure.
- Drove **double-digit millions in ARR growth** through activation, onboarding, and expansion initiatives.
- Led redesign of Admin Console into a scalable multi-product platform, improving customer workflows and retention.
- Reduced infrastructure costs by millions through lifecycle and storage optimization strategy.
- Set technical direction for company-wide initiatives, aligning engineering execution with product, growth, and go-to-market strategy.
- Built leadership bench and hiring systems that increased talent density and engineering effectiveness.

### Dropbox — Engineering Manager — 2019 – 2022

- Built and scaled a team from **2** → **12+ engineers** focused on self-serve revenue growth for SMBs.
- Delivered product and funnel improvements generating **tens of millions in incremental ARR**, while building foundational systems for long-term self-serve growth.
- Established team operating model, roadmap planning, and cross-functional execution with Product and Design.

### Dropbox — Senior Software Engineer, Tech Lead — 2016 – 2019

- Technical Lead for redesigned Dropbox desktop experience used by millions of users across Mac and Windows, building a **scalable cross-platform architecture** enabling rapid iteration.
- Led frontend architecture modernization across core web experiences, improving **performance (TTI, latency)** and driving increased engagement and usability.
- Built Dropbox's **first design system**, accelerating product development and increasing conversion across key user flows.
- Established engineering standards across architecture, testing, and release quality, while contributing to hiring systems that scaled the team and raised the engineering bar.

### Apple — Senior Front-End Developer — 2013 – 2016

- Led frontend development for high-profile product launches (iPhone, Apple Music) on Apple.com.
- Advanced performance, accessibility, and mobile-first standards across large-scale web experiences.
- Partnered closely with design and product to deliver high-quality, detail-oriented user experiences.

### Earlier Career: Digitas, Critical Mass, R/GA — 2008 – 2013

- Built web and mobile experiences for global brands (American Express, Samsung, Verizon)
- Led frontend development for early mobile-first and responsive platforms.
- Developed strong foundation in product, design, and user experience systems.

### Core Strengths

- Engineering Leadership & Org Design
- Product & Platform Strategy
- Developer Experience & Velocity
- Monetization & Growth Systems
- Execution Systems & Engineering Operations
- Talent Development & Hiring
- Platform & Developer Tooling Strategy

### Education & Community

Columbia College Chicago — BFA, Graphic Design & Photography

Board Member, Dev/Mission (non-profit supporting careers in tech)