Doodle

Doodle AG
Werdstrasse 21
8021 Zurich
Switzerland
www.doodle.com

Manuel Hitz
Anwandstrasse 25
8004 Zurich
Switzerland

Letter of Reference

Manuel Hitz - born on May 16th, 1980 - has been employed as a Senior Software Engineer at Doodle AG from May 1st, 2014 until August 31st, 2017. Doodle AG provides the world's leading consensus-scheduling service, doodle.com used by 25 million unique users per month across the globe.

Doodle AG is a small tech company, with fewer than five engineers at the time Manuel joined. All engineers are therefore expected to fulfil a diverse set of responsibilities.

Manuel, in particular, joined as a full-stack engineer working on both the backend and frontend part of the Doodle codebase. As such he led or was involved in many significant additions in the back- and frontend: adding or extending API endpoints, introducing server push notifications for the iOS and Android applications, developing the address book integration within the Doodle poll creation process, adding the multi-day feature and making static pages responsive. During his time as a full-stack engineer, Manu also introduced new technologies and frameworks and tools that make the engineers' lives easier. Examples include introducing compass and Sass, creating a react prototype of Doodle and starting the technology stack for the new mobile web version of Doodle. He has also been instrumental in integrating with other services like creating an API for Apple's in-app purchase, integrating Doodle with Evernote, implementing Google Analytics tracking for millions of users and making sure Doodle can generate advertising revenue by migrating the ad technology to Google DFP.

More recently Manuel moved his focus on the frontend side. Based on the designer's concepts for the redesign, Manu worked on the style guide defining the most critical

components of the new Doodle UI. In the entire redesign endeavour lasting until Manu's departure, Manu was among the most productive members of the engineering team hammering away at implementing complex user stories and fixing bugs with the meticulosity and precision of a surgeon coupled with the speed of a bullet train. It's fair to say that without Manu's high productivity and his strong sense of quality work the redesign of Doodle would not have been possible in time and quality.

Besides the above, Manuel also performed code reviews for fellow developers and kept a vigilant eye on the development process. That way he made sure that the collaboration between product managers and engineers worked seamlessly and that nothing would fall through the cracks. Also, as the Doodle was adding engineers to its growing team, Manu was heavily involved in the entire recruiting process for frontend developers. He screened CVs, assessed the homework assignment and went all the way to the final interview and recommending candidates to be hired.

Manuel is self-motivated and can tackle complex tasks very efficiently and with little to no supervision. He is a good team player and is very passionate about the product he is working on. He prefers the structured environment with clear priorities and goals to the sometimes more fluid work environment in a small team. However, Manu is also solution oriented, and in the situations described above, he is both opinionated and will help to work towards ways to clarify processes and responsibilities.

Manuel is leaving our company at his request to pursue a new professional challenge. We greatly regret his departure and would be delighted to welcome him back as an employee. We wish him every success in his future endeavours.

Doodle AG

Zurich, 02/10/2017
Gabriele Ottino, Managing Director