

Bill Hinderman

Founder. Leader. Engineer. Designer. Author. International Speaker.

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The Gist

I am an engineering and product leader with senior management experience at companies including **One Medical**, **Rally Health**, **Vivid Seats**, and **Expedia**.

Most recently, I led the clinical experience department within the product and engineering organization at One Medical. This department consisted of four teams responsible for the whole of our clinical and care team experience. I separately led our design systems team within our core services department.

Prior to One Medical, I led three teams at Rally Health, creating experiences in both our customer and employee facing applications, and those of our parent company, United Healthcare.

I managed the web experience group at Vivid Seats, which was responsible for our web marketplace, experimentation platform, and component library.

I've also led engineering teams at startups, founding **Shortwave**, acting as Chief Technology Officer at **Direct by Vaystays**, and building the experimentation and A/B testing practice at **Raise Marketplace**.

I'm also the author of Building Responsive Data Visualization for the Web, a book on the processes of building code-driven data visualization upon the principles of responsive and API-first web design.

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Experience

Senior Engineering Manager for Clinical Experience Department

Additional Roles: Senior Engineering Manager for Ordering, Senior Engineering Manager for Design Systems

(Amazon) One Medical
Remote & San Francisco, CA

August 2021 — April 2024

I moved to One Medical in the summer of 2021, along with a group of leaders from Rally Health.

I joined our Clinical Experience department as a senior manager over our Ordering team, responsible for our integrations handling vaccines, lab orders, and prescriptions. In this role, I established agile processes for our team, and standardized them for the rest of the department. While managing this team I helped successfully get our EHR nationally certified, worked with an external lab vendor to create their first electronic ordering system, and reduced our time to refresh our medication database from one month to three hours.

Soon after, I also took on the management role for our design systems team, creating a suite of components for use in both our electronic health record (EHR) and our administration tools. In this role, my design counterpart and I also established our design systems community of practice, to better align our care team and member facing design systems and component libraries.

As One Medical continued to grow, I moved into leading the Clinical Experience department. This department not only included my previous team, but two others focused on our EHR, and a third bridging the prescription experience in both our EHR and member apps. In this role, I was able to elevate an interested and talented IC into my former management role on the Ordering team, hire an Amazon manager to help bridge the onboarding knowledge gap in our teams, and eventually manage a group of four managers in total, and a department of ~30 individuals.

Senior Engineering Manager for Mobile Chat, Member Impersonation Tooling, CMS, Targeted Content, and User Segmentation

Rally Health
Remote & Chicago, IL

April 2020 — August 2021

In my time at Rally Health, I led teams that ran the gamut from mobile to message infrastructure, and member facing to internal tooling. At the start of my tenure, I was tasked with bringing a mobile chat team up from square one and deliver a best-in-class agent-to-member messaging service integrated with Optum and United Healthcare's agent portals on a firm deadline, and did so with zero production hiccups.

Simultaneously, I brought up a team to build member experience impersonation toolkits for Rally, Optum, and UHC agents in order to mimic member experience and improve throughput for call center and chat incident management. Not only did this involve creating said tools, but allowed my team to be the first agent system to agent system SSO between the different arms of Optum into Rally's ecosystem.

Upon successfully delivering both the chat experience and the member tooling, I moved into a role managing the already in flight member campaigns and targeted content system used across the broad spectrum of Rally's member facing SPAs and mobile experiences today, and have reduced cycle time of the team from an abysmal 50 day period to sub five days, implementing CICD across every repo that we own. Additionally, I and my product counterparts have architected the next step for this group's roadmap, that being real-time user notifications services, and a segmentation and cohort engine to identify and personalize member experiences.

Senior Engineering Manager for Web and Experimentation Group

Vivid Seats
Chicago, IL

August 2017 — April 2020

Senior Engineering Manager for Web and Experimentation at **Vivid Seats**. My cross-functional teams maintain the entirety of vividseats.com front-end experience, and our experimentation architecture. I am responsible for architecting the experimentation practice and framework within Vivid Seats' web and app products, and for both leading the efforts around, and managing the engineering team responsible for evolving our customer-facing marketplace. I am responsible for:

- Architecting a no-downtime cross-platform experimentation service for use by all of our customer-facing websites and apps.

- Developing testing and data strategy alongside our analytics and product teams.
 - Building analytics platform for benchmarking of marketplace health and product success.
 - Management and career growth for our web middleware and UI engineering teams.
 - Building both long and short term strategy for a UI framework at VividSeats.
 - Aligning technical goals of the UI engineering working group with the product roadmap for our web team.
 - Prioritization and parallelization of ongoing product and technical enhancements.
 - Creation of a maintainable and experiment-driven design system for reuse throughout VividSeats, alongside our UX team.
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Founder

August 2017 – Present

Shortwave

Chicago, IL

In late summer 2017, I founded **Shortwave**, a podcast hosting, syndication, analytics, and dynamic content stitching platform built to empower creative individuals create shows with adaptive content. As the founder, I am responsible for:

- Designing and building the entire Shortwave platform from scratch.
 - Developing a consistent and performant deployment pipeline and error monitoring dashboard.
 - Defining both the short term and long-term product roadmap, and how to best validate it via MVP delivery, user interviews, or experimentation.
 - Building all integrations with audio transcoding services, billing services, asset servers, and content syndication platforms.
 - Working internally and with outside individuals to develop marketing materials.
 - Build in-person, CPC, and content marketing campaigns to share Shortwave.
 - Solicit customer feedback and regularly react to new needs within the marketplace.
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Chief Technology Officer

Additional Role: VP of Product (Vaystays)

August 2016 – September 2017

Direct by Vaystays

Chicago, IL

Cofounder, Chief Technology Officer at **Direct by Vaystays**, an operations, customer experience, and distribution software platform for professional vacation rental management companies. I am responsible for the strategic planning, product vision, execution, engineering architecture, and analytics surrounding product development of both Direct, and the Vaystays Marketplace. Some of these responsibilities are:

- Architecting a scalable multi-tenant system to support ecommerce by hundreds of property management companies.
 - Managing, attracting, and mentoring a high-performing team, while simultaneously creating silo-ed work for staff augmentation.
 - Regularly pitching to and communicating with investors and consultants, distilling technical information into understandable, meaningful conversations.
 - Building long and short term budgets for engineering needs, architecture upgrades, and scaling cloud storage and computing.
 - Developing cohesive roadmap for feature development teams.
 - Building analytics platform for benchmarking of marketplace health and product success.
 - Prioritization and parallelization of ongoing product and backend enhancements.
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Optimization and Experimentation Engineering Lead

April 2016 – August 2016

Raise Marketplace

Chicago, IL

Lead engineering role creating the optimization framework and practice at **Raise Marketplace**. I am responsible for architecting an A/B testing framework supporting the Raise Marketplace web and app experiences. This framework includes:

- Experiment qualification and segmentation logic.
- User data capture and analytics platform.
- Configuration tool for modifying and rolling out experiments.
- Injection of lightweight experiment code into the greater Raise Marketplace web application.

In addition to this framework, I am the engineering organization's evangelist and instructor for lightweight and meaningful A/B and MVT experimentation practices, coaching development teams within the organization on proper experimentation practice.

Engineering Manager in Air Experience Site Optimization

Expedia Inc.

Additional Roles: Senior Site Optimization UI Engineer (Orbitz), Site Optimization UI Engineer (Orbitz), UI Engineer in Hotel Group (Orbitz)

Chicago, IL

June 2012 – April 2016

Manager for site optimization and experimentation team within **Expedia**'s air vertical. Our team is responsible for running lightweight, user-focused experiments within the air shopping and flight information sections of the path. I manage a nimble team that builds and executes on experiments as quickly as possible.

Outside of the team, I have continued to grow the experimentation practice at Expedia by taking lessons learned from my previous role, and applying them to the following:

- Removing technical barriers to more lightweight and client-side experimentation efforts.
- Building a standardized way to envision, define, and develop experiments to reduce collision and interaction on high-visibility features.
- Improving on analytics in a responsive web framework, moving toward screen sizes and user contexts, rather than device categories.

Technical initiatives that I have led in this role include:

- Building an internal client-side experimentation framework in order to eliminate the reliance on third-party tools.
 - Developing a templating system to reduce overlap in experiments and allow quality engineers insight into conflicting experiences.
 - Creating an eventing system to group and reduce calls to third-party tracking systems.
 - Scaling our client-side development practice through workshops and guided lessons in order to accelerate the testing practice of individual feature teams.
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Assistant Program Director

WPGU 107.1FM

Additional Role: On-air talent

Champaign, IL

September 2009 – March 2012

Director of on-air talent at **WPGU** - managed a staff of ~30 individuals as in-studio DJs, event hosts, and ad producers. I was responsible for talent acquisition, training, and growth, along with budget management, brand development, and regular presentations to both the sales team and executive board.

Education

Bachelor of Science in Computer Science

University of Illinois at Urbana-

August 2008 – May 2012

Champaign

Champaign, IL

Computer Science undergraduate degree with a specialization in human-computer interaction and user interface design. Additional coursework in advertising and creative writing. Dean's list student, and inductee into both the Chancellor's Honors Scholar and James Scholar programs.

Studied abroad in India through a joint engineering, industrial design, and MBA program focused on building sustainable products and businesses within subsistence marketplaces.

Publications

Building Responsive Data Visualization for the Web

Published by **John Wiley & Sons, Inc.**

Published November 9, 2015

After speaking at the Data Visualization Summit in fall of 2014, I was approached by an editor from John Wiley & Sons, Inc. to create a book on the same topic as my talk: responsive data visualization.

The book is separated into two parts: The first details the growth of responsive techniques in solving for the multi-device web, applying real-world examples. The second grows these techniques, and in introducing clean visualization design, applies them to building responsive, platform-agnostic data visualizations.

Selected Projects

Nomad

Released July 2024

As my first sabbatical project, I worked with my father's motorcycle club to develop an app that mimics the hand signals that riders use to communicate during a ride. I worked with this group to develop a simple UX during rides, allowing members of a ride to nominate signals, and ride captains to share the group signal when it changes. Under the hood, the app is entirely typescript. It uses expo and react-native for app building, and firebase for authentication, storage, and realtime messaging. All conceptualization, development, and UX was done by me.

Podcast Campfire

Released August 2018, Sunset 2021

Shortwave

Released December 2017

I had a New Year's Resolution going into 2017 to start a podcast. I came up with some ideas, contacted a few guests, made a cover, and then started looking at hosting platforms. And I was disappointed with each one. So I changed my resolution to starting a company and making an app that would evolve podcast hosting, and analytics. The differentiator came when I developed the process for on-demand audio transcoding to allow users to stitch new clips into old episodes. This allows podcasters to create syndicated content. I began ideating on this project in June of 2017, launched it privately in fall of 2017, and publicly at Podcon 2017, in Seattle. All conceptualization, development, and UX was done by me. Illustration work was done by Mo Komperda.