

Senior software engineering leader with deep specialisms in graphics, content creation, streaming media, full-stack web development (including mobile and embedded clients) and big data. Experienced software engineer fluent in C++, Python, Java and Javascript. Computer Graphics Supervisor on multiple major motion pictures. Highly articulate communicator, presenter and educator.

Professional Experience

Director of Engineering, Media Platform **Cloudflare**

May 2023 - Present

- Leading engineering for Cloudflare Images and Cloudflare Stream.

Netflix

- **Engineering Director, Data Platform**

March 2022 - March 2023

Led five teams (4 managers, 30 engineers) developing Enterprise software to make big data available to all of Netflix: web portals, Data API, Notebooks, Reporting & Analytics, Solutions.

- **Engineering Manager, Animation Studio Technology**

April 2021 - March 2022

Led development of a cloud-based pipeline for globally distributed animation production based on a microservice infrastructure with distributed storage, for the Netflix Animation Studio.

YouTube

- **Engineering Manager, Short-form Video Creation**

January 2017 - April 2021

- Managed three teams executing full-stack development of camera, editing and effects for YouTube.
- Led development of the creation flow for the global launch of YouTube Shorts on iOS and Android, a product used by over a billion people.

- **Staff Software Engineer, Living Room Devices**

July 2015 - January 2017

Team Lead and Software Engineer developing the first version of [Cobalt](#): a high-performance, small footprint HTML5 rendering engine written in C++ that powers the YouTube app on living room devices, now installed on many smart TVs, games consoles, set top boxes, etc.

Head of Imaging/Director of Engineering

Heirloom Technology

May 2014 - June 2015

- Founding member of seed-stage startup in the social photography space.
- Specified, designed and implemented a cross-platform image analysis and processing system, written in C++/OpenGL, running on iOS, Android, MacOS and Linux.
- Assumed the role of Director of Engineering and led the team using an Agile methodology.
- Helped bring our product to market on all platforms within 7 months of first line of code and grow the user base to over 100,000 users within 2 months of release.
- Took over as Head of Android, and continued Android development and support for all versions after the initial release.
- Submitted a provisional patent application for Heirloom's imaging technology.

Board Member

Visual Effects Society, Bay Area Section

January 2012 - December 2015

- Helped execute the Board's mission of furthering the art and science of visual effects.
- Helped organize the Bay Area awards nomination events.
- Helped organize screenings, panels and events.
- Moderated and participated in panel discussions.

Computer Graphics Supervisor

Industrial Light + Magic

January 2001 - May 2014

- Supervised CG lighting and effects on blockbuster feature films.
- Led teams of around 20 artists/scientists working on high-profile projects under hard deadlines.
- Developed ILM's water rendering pipeline.
- Helped develop ILM's effects simulation pipelines.
- Oversaw R&D on a major rewrite of ILM's water simulation engine.
- Participated in development of ILM's core rendering technologies.
- Wrote the chapter on fluid simulation for ILM's most recent published book.
- Published papers and presented at conferences.
- Worked on ILM patent submissions.
- Took part in the performance review, interview and hiring processes.

Education

MSc Music Technology

University of York, UK

BSc Computer Science

University of York, UK

Links



LinkedIn profile: <http://www.linkedin.com/in/willigeiger>



IMDb Filmography: <http://www.imdb.com/name/nm1463541/>



VFX Showreel (2012): <https://www.dropbox.com/s/ohvxp13d0kxzs/ShowreelQT.mov>