BairesDev

Pinterest

NEARSHORING FOR FAST & EFFICIENT SOFTWARE SOLUTIONS

Industry:

Internet

Services Provided:

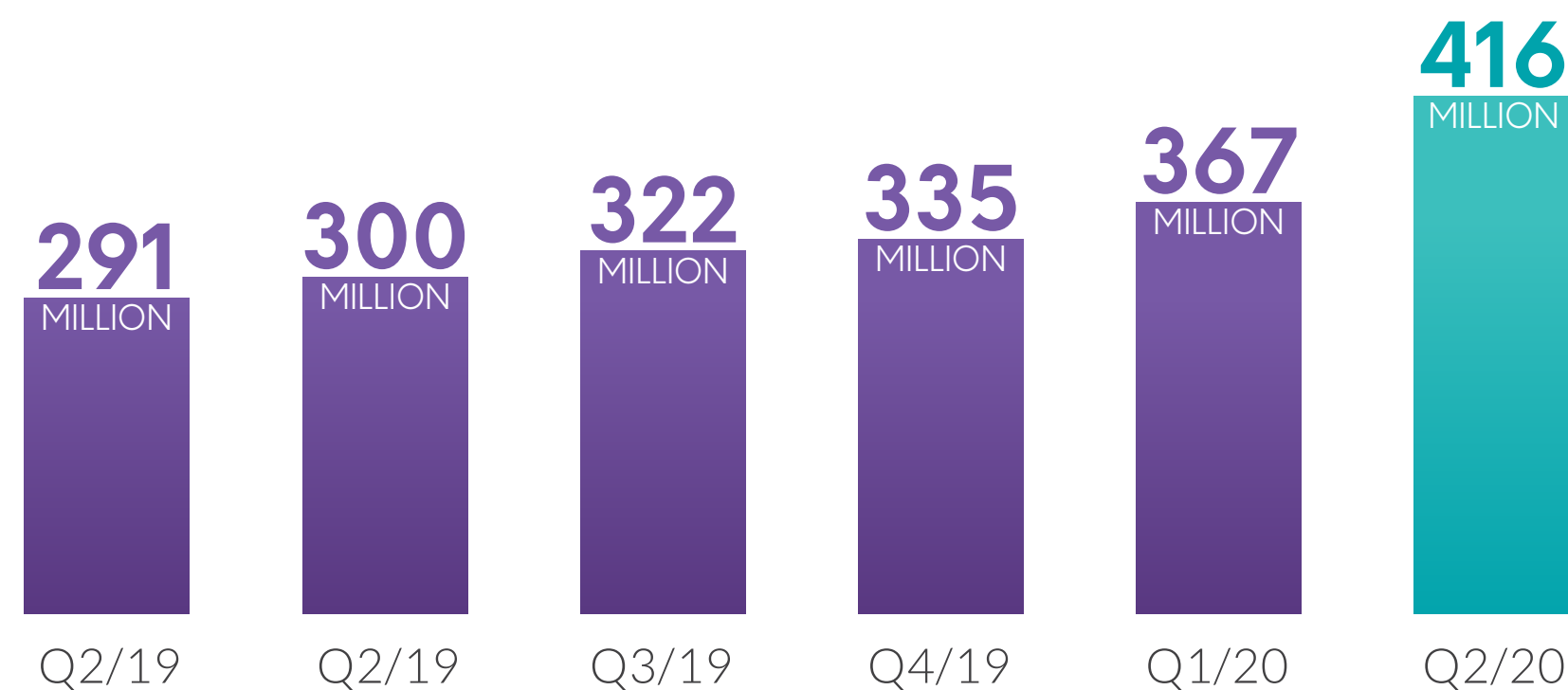**Staff Augmentation, Full-Stack Engineering, QA.**

An ever-growing market

Each month, over 400 million users visit Pinterest, the visual discovery engine, to "pin" ideas, share images and inspire the world.
In 2020, user traffic was growing rapidly. Pinterest, needed highly experienced, Top IT Talent and it needed it fast.

Staff Augmentation in a Flash

To help meet the growing demand, it set out to improve the Pinterest Ads Manager, a robust ad platform designed to introduce even more products and content to users on the biggest dataset of ideas ever assembled. But Pinterest had struggled in the past to recruit full-stack engineering talent in the competitive employment market near its San Francisco headquarters. That's where BairesDev comes in.

291 MILLION — Q2/19
300 MILLION — Q2/19
322 MILLION — Q3/19
335 MILLION — Q4/19
367 MILLION — Q1/20
416 MILLION — Q2/20

PINTEREST'S GROWTH FROM 2019 - 2020

BairesDev

Pinning Down Top IT Talent

To find the Top 1% of IT talent ideally suited to the Ads Manager project, BairesDev tapped Staffing Hero™, its next level AI solution. This proprietary tool leverages complex algorithms and machine learning to match the right engineers to the specific skills and qualifications required for the project. Staffing Hero™ not only identified the best engineers to the project goals and unique technological needs, but onboarded them in time to meet tight production timelines. In less than two weeks the BairesDev team was fully integrated to the Pinterest project.

What We Delivered

TOP 1% OF IT TALENT
The best software engineers in the market.

EXCELLENT COMMUNICATION
English language and Time zone alignment.

DIGITAL ACCELERATION
10+ years integrating agile methodologies.

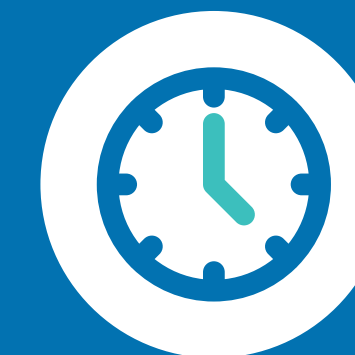**CERTIFIED PROFESSIONALS**
In multiple tech languages and code.

FLEXIBLE STAFF
Able to scale up to meet needs and growth map.

LONG-TERM COMMITMENT
Adaptive teams consistent througout.

NO DOWNTIME
On-demand integration with the internal team.
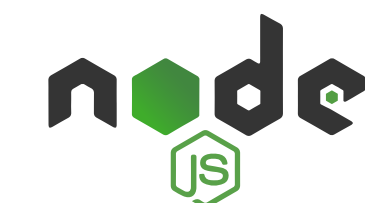
BairesDev

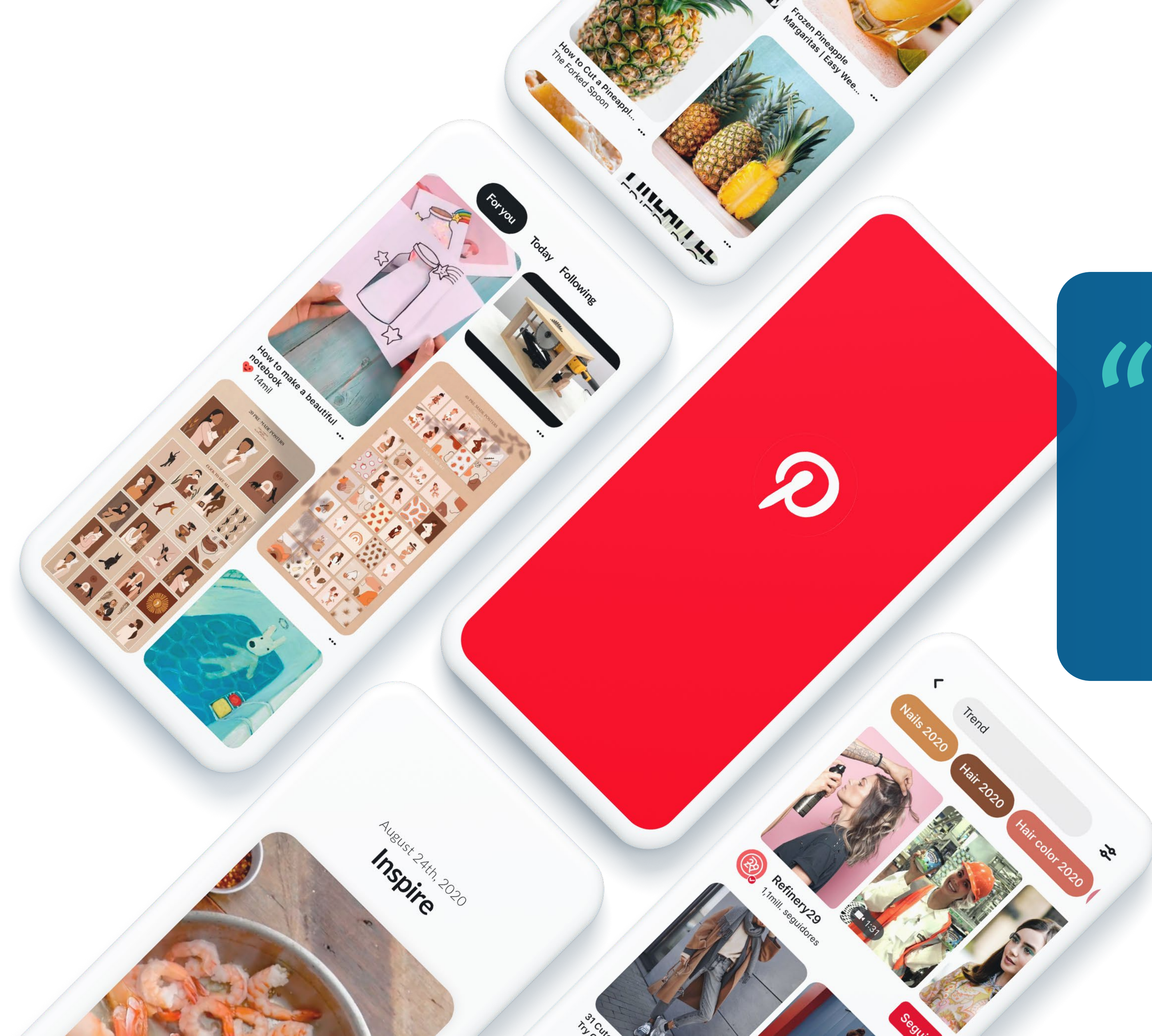# Rebuilding the Pinterest Ads Manager in record time

Along the way, **the team served in many influential positions** from "the driving force of the Metrics Migration," a stack spanning across the UI, API, and data jobs, to the "sole owner of the internal admin tool" that controls administrator access.

They also **played a critical role in Quality Assurance** (QA). BairesDev's meticulous QA process uncovers more than hidden errors and weaknesses; it highlights valuable insights on performance and user experience for future improvements. As they do on all client projects, our Developers created quality control for their own code to stay fully accountable for their contribution to Pinterest.

Technologies Used:

python™ Java GO

React Redux node JS

BairesDev

BairesDev engineers are the soul of the team. They're able to identify dependencies and figure out solutions quickly. They strongly exceeded my expectations.

Engineering Manager at Pinterest

BairesDev

416 Million Users, 1 Trusted Tech Partner

The Pinterest Ads Manager project not only launched on time, but **exceeded client outcomes.** Thanks to Staffing Hero™, BairesDev augmented the Pinterest team with laser precision, onboarding exceptionally talented technology professionals ideally matched to the project needs.

416

Million users

2

Weeks to build the perfect team

1

Trusted tech partner

BairesDev

An Ongoing Partnership

With Pinterest's rapid growth comes an increased need for fast, efficient technology solutions. The convenience and excellent results of the Pinterest Ads Manager project launched a trusted partnership between BairesDev and Pinterest.

Today Pinterest entrusts BairesDev to build exceptional teams for multiple tech projects across the company. By consistently delivering superior tech solutions time and again, BairesDev developers and engineers earned their place as fully integrated, dependable members of Pinterest's thriving technology team.

BairesDev also augments 11 different Pinterest initiatives with Top IT Talent from designing and building mobile apps, security, and network traffic, to next-generation algorithms with machine learning and automating tests.

BairesDev

> *"BairesDev engineers have been a consistent, steady hand throughout the metrics migration. Whether working on targeting breakdowns or transitioning to UI-centric work, the team has shown an ability to be versatile and get stuff done. They've shown that they will sync with other engineers and other teams to collect information as needed.*

Engineering Manager at Pinterest

BairesDev

What Sets BairesDev Apart?

Only BairesDev hires the **Top 1% of IT Talent in Latin America.** From augmenting client teams for full integration to assembling dedicated teams for independent production, **no other solution comes close** to offering the speed and efficiency of BairesDev talent. But these developers and engineers also offer another essential element to excellence in technology innovation: a design thinking mindset.

What's a Design Thinking Mindset?

Design Thinking is both an ideology and a process dedicated to **solving complex problems in a user-centric way.** Every BairesDev employee follows a Design Thinking mindset as described by the Stanford Design School. These innovation-driven principles **transform the way companies produce and deliver value**.

POWERED BY TECHNOLOGY
DRIVEN BY TALENT

CONTACT US

BairesDev