

Checkout and accessible seating that let ~180m fans across 17 countries buy independently

Ticketmaster — Software Engineer

On Ticketmaster, a slow checkout or an inaccessible seat map is a lost sale, and fans with disabilities were being handed 'best available' instead of a real choice. I built checkout and accessible seat-selection features that held up under on-sale load for ~180m users across 17 countries.

180m

USERS REACHED

17

COUNTRIES LIVE

+22%

ACCESSIBLE-SEAT
BOOKINGS

99.95%

CHECKOUT UPTIME
ON-SALE

THE CHALLENGE

Ticketmaster sells tickets to the world's biggest events, and demand arrives in spikes: an on-sale sends enormous, simultaneous traffic at the checkout in a way few consumer products face. Buying a ticket is high-stakes. Miss the window and the show sells out, so a slow or broken checkout is a directly lost sale.

WHAT I DID

- Resilient checkout. Contributed to the React/TypeScript checkout where correctness under load is everything: clear state, guarded payment steps, and graceful handling of the failure modes that only appear at on-sale scale.
- Accessible seat selection. Built seat selection to accessibility standards: full keyboard navigation of interactive seat maps, screen-reader semantics for availability, price and location, and clear focus management, so a fan using assistive technology could choose a seat, not just be handed one.
- International rollout. Features shipped across 17 countries, so localisation, currency, payment-method differences and regional accessibility expectations were all part of "done."

OUTCOME

The features reached a platform audience of roughly 180 million users across 17 countries, and the checkout held up under on-sale peaks where a lost second is a lost sale. Accessible seat selection meant fans with disabilities could independently browse and choose seats rather than settle for a lesser path, with accessibility treated as a first-class feature that widened who could actually complete a purchase.

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