

A technical lead with a track record of designing and building unique products for a diverse set of industries.

I held technical and design leadership roles in small and medium sized companies. I've built up and managed cross-functional teams. I've evolved POCs into production applications, considering customer and stakeholder feedback while managing technically complex requirements.

I enjoy small teams, great UX and simple products.

Experience

Head of Software Development (2022 - 2024)

Agrantis GmbH, München

I led the product development for a new startup, building a platform and marketplace for the agriculture sector. I built up the team and brought the product to market. As of 2024 we had onboarded 10 agriculture suppliers across Germany.

- ➔ I redefined the problem definition from the co-founders, challenging requirements and managing an external design company to create an MVP that met user requirements, gathered from interviews with the founders and their connections with farmers and retailers.
- ➔ I established and led the in-house team of developers and designer, overseeing the implementation of the design, technical direction and ongoing development of the product.
- ➔ I championed the creation of Agrantis' design system, and atomic reusable elements which we implemented across our 4 applications for farmers and retailers on mobile and web.
- ➔ As part of the offering I created bespoke integrations with retailers ERP systems, implementing an event sourcing and queuing system for data ingestion into our platform.
- ➔ I prioritised an 'offline-first' mobile app, to support end users when on location and offline. This required implementing a complex system to pre-generate data for a fast first-time user experience.

Head of Software Development (2019 - 2022)

Lead Designer and Frontend Developer (2018 - 2019)

Principia Mentis GmbH, München

I worked at an established company leading the design and development of the companies next generation product, ChangeMaker. As of 2022 we had migrated a majority of existing customers to the new platform and it was being used daily at multiple global companies for their transformation projects.

- ➔ As lead designer I simplified and reimagined core concepts in the application, I introduced tools such as Figma and Sketch to the company, as well as rapid prototyping of new behaviours that I validated with in-person interviews and conversations with partners and users.
- ➔ Overhauled the UI and application behaviour in several key areas, unlocking new opportunities and functionality unachievable on the previous design and architecture.
- ➔ Built up the team from 5 to 14 people and introduced a new tech stack and methodologies such as component based development.

- ➔ Migrated customers to the new product together with the Sales team and Management, overcoming technical migration issues and feature mis-parity in our initial offering.
- ➔ Migrated to a cloud based model of software deployment and delivery, freeing up capacity in the team and introduced automated e2e testing and QA roles into the release process.

Digital Enablement Lead and Consultant (2017 - 2018)

Chartered College of Teaching, London

As part of the accelerator team I provided strategic direction for the digital requirements of the Chartered College - the UK's first Chartered College for Teachers.

- ➔ I advised the wider product strategy team and led the development of the digital first membership experience.
- ➔ Tendered for and worked with a top tier London design house to build out the concept for the complete product offering and business plan from a digital first position.
- ➔ Iterated with designers and developers on functionality such as membership portal, signup flows and online journal access.
- ➔ Formed the in-house digital product team, for further product development.

Cloud Developer (2014 - 2016)

Foundry Ltd, London

I worked on a project to explore opportunities and new systems for designers and creatives to collaborate.

- ➔ I worked with the project lead to undertake user research and with an external design house. We developed quick prototypes and design mockups to test ideas fast.
- ➔ I discussed with key stakeholders including the Head of Engineering, CPO & COO product direction and functionality to inform our development and satisfy the wider business interests.
- ➔ We utilised a graph based db model together with AI to surface insights and cluster the users content together with backend data processing for transcoding and conversion.

Freelance Developer, Designer and Co-founder (2009 - 2014)

As a freelance developer and designer I have worked for several companies including Cambridge University, Military suppliers, Theatre companies and Charities. Highlights include:

- ➔ Co-founding a video production company and working on projects for UCL, The Museum of London and National Trust. I build an online platform to track viewer engagement.
- ➔ Working at a natural resources analytics company prototyping new visualisations of their data using D3js as well as building a publishing solution to directly generate print ready journals.
- ➔ Building a digital signage solution based on my university dissertation, I was awarded 'Best Overall Project' for my final project and awarded £5k enterprise prize from the business school.

Education

BSc Digital Design - Multimedia Technologies and Design (1st Class Honours)

Brunel University, School of Engineering and Design, London (2011 - 2014).