

# Serdar Mustafa

✉ [sid@mustafa-family.com](mailto:sid@mustafa-family.com)    [+447931071401](tel:+447931071401)    [LinkedIn](#)

Current role	Director of Product Engineering at RKVST	Outside of work I love... Spending time with my wife, 3 daughters and our dog, exploring the nature in Scotland.
Experience	Data storage, Security, Banking, Energy, B2B, B2C, Cyber Security, Blockchain, Education, Training, Healthcare, SaaS	
Technologies	React, TypeScript, JavaScript, Figma, Azure, Cypress, Jest, ClickUp, AWS, Sentry, Segment, JIRA, Asana, React Native	

## Work experience

Director of Product Engineering, [RKVST](#) Nov 2022 - Present (7m)

Identify provenance and authenticate data with blockchain  
Data storage · Security · Banking · Energy · B2B · B2C · Cyber Security · Blockchain

React    TypeScript    JavaScript    Figma    Azure    Cypress    Jest    ClickUp

- Developed and implemented a technical strategy aligned with business goals, resulting in 30% more on-time deliveries.
- Optimized SDLC and Engineering Experience, cutting software development costs by 35% and speeding up time-to-market by 30%.
- Collaborated with Design and Product teams to align processes and drive innovation, increasing cross-functional collaboration by 60% and innovation by 50%.

Head of Software Engineering, [TryHackMe](#) Feb 2022 - Aug 2022 (6m)

cybersecurity, e-learning, training  
Education · Training · Cyber Security

- I was effectively the acting CTO as I was responsible for the whole of Software engineering and most typical product responsibilities whilst reporting to the two co-founders.
- Built and supported the growth of a large Engineering department directly without external support. Attracting and hiring

AWS    TypeScript    JavaScript    Sentry    Segment    JIRA    ClickUp    Asana

- extraordinary people at various levels of experience, creating a fully remote, world-class engineering team.
- Owning the engineering team and strategy by creating efficient process, best practice guidelines, and steering the direction & growth of engineering as we scaled vertically and horizontally.
  - Acting as a role model by leading, inspiring, mentoring and further developing a team of high-performance engineers and engineering leaders from all experience levels.

- Evaluating our architecture, technology stack and engineering org structure to assess if fit for purpose, improving processes where possible to enhance delivery quality and velocity.
- Leading the full rebuild of the THM codebase and platform from a legacy, primitive set up and architecture to a modern, scalable and perform application that's working toward achieving certifications and accreditations for accessibility, GDPR, SOC II and ISO27001
- Focused on developer experience (DX), and helped the team stay happy, efficient, and productive by removing obstacles and Optimising processes.
- Collaboratively helped define engineering strategies and pushed for continuous improvement.
- Performed architectural, system design, and code reviews that improve software engineering practices overall.
- Empowered the engineering team members with context rather than solutions, to help ensure that problems and business objectives were addressed, rather than building specific solutions.
- Built career development plans and frameworks and continued to provide continuous feedback & recognition in line with OKR frameworks to enhance the career development of all team members.

### **Engineering Manager, [Rota](#)**

Sep 2021 - Feb 2022 (5m)

workforce management, hr, reporting, scheduling, erm  
Healthcare · Hospitality · Internal tools · Construction

- Hired, onboarded, and developed a great team of 11 Engineers and 2 QAs by creating an enabling environment for them to thrive in.
- Leading multiple software engineering teams across the UK and Europe, India, and Africa
- Reporting directly to and assisting the CTO in creating a technical pivot and agile transformation based on the technical roadmap that we created.
- Lead the delivery of our product, using a data-driven approach to remove bottlenecks, increase productivity, and accelerate velocity whilst delivering value for our users.
- By analysing and using different data points/tooling, I was able to increase sprint velocity and shorten the product delivery time to market. This involved processes to manage the product pipeline and better planning around deliverables, increasing dev/QA productivity, implementing different testing strategies moving to a more automated process for deploys, which meant we went from monthly to micro releases daily using a CI/CD pipeline with the help of tools like; AWS Codebuild, Github Actions, Fastlane,

### **Tech & Delivery Lead, [Rota](#)**

Jul 2021 - Sep 2021 (2m)

- Worked with team members to define what success looks like so that the positive impact for clients were clear; set goals, defined metrics, and tracked progress.
- Responsible for a team of 8 developers and 2 QA.
- Managed multiple teams and leads, I have a track record of influencing and delivering projects with company-level impact and priority.
- Work with senior leadership and/or the executive team (Core) to align the division's team vision, mission, and strategy with the company as a whole.
- Successfully helped lead the redesign and FE architecture of the entire product to follow a pivot in company direction from an in-house software solution into a modern SaaS product.
- Lead the clean-up and refactoring of legacy code into modern JavaScript/React with clear architecture and design patterns.
- Rebuilt into hook-based components.
- Improved the performance, accessibility, responsiveness, and security of the application.
- Lead the onboarding, training, and development of new hires.

- Introduced initiatives company-wide to educate non-tech folk into development practices including helping them make their first deployable app.
- Designed and implemented the Rota code-academy to teach non-developers how to code and become a developer.
- Introduced better planning and development practices.

<b>FullStack React/React-Native-Node JS Developer, <a href="#">Rota</a></b>	Sep 2020 - Jul 2021 (10m)
<b>FullStack React-Node Developer, <a href="#">Oda</a></b>	Jun 2020 - Sep 2020 (3m)
<b>React Native Developer, <a href="#">Bolt Studios</a></b>	May 2020 - Jun 2020 (1m)
<b>React-Native Mobile Developer at Tone &amp; Sculpt, <a href="#">Tone &amp; Sculpt</a></b>	Jan 2020 - Mar 2020 (2m)
<b>Software Developer, <a href="#">Marksmen One Oy</a></b>	Jul 2019 - Jan 2020 (6m)
<b>Software Developer, <a href="#">Yumuv</a></b>	Jun 2019 - Sep 2019 (3m)
<b>Full Stack Developer (intern), <a href="#">blueworks</a></b>	Jan 2019 - Jun 2019 (5m)
<b>Lead Product Operations Analyst, <a href="#">Twilio Inc.</a></b>	Sep 2018 - Dec 2018 (3m)

<b>Customer Care Specialist and Technical Liason, <a href="#">MYJAR</a></b>	Apr 2018 - Jul 2018 (3m)
<b>Senior Collections Advisor, <a href="#">MYJAR</a></b>	Dec 2017 - Apr 2018 (4m)
<b>Customer Service Representative, <a href="#">MYJAR</a></b>	Sep 2017 - Dec 2017 (3m)
<b>Customer Care and Compliance Specialist, <a href="#">TransferWise</a></b> p2p international money transfer Banking · Fintech	Jul 2015 - Dec 2015 (5m)
<b>Quality Assurance Coach, <a href="#">Microsoft (Via Arvato Services)</a></b>	Nov 2014 - Jun 2015 (7m)

## Education

<b>Academind</b> React-Nodejs-Express-MongoDB- The Mern Fullstack Guide	Jan 2020 - Jan 2020 (1m)
<b>Zero To Mastery Academy</b> Certification, React Development	Jan 2020 - Jan 2020 (1m)
<b>Middlesex University</b> Bachelor's Degree, Sports Science	Jan 2013 - Jan 2014 (1y)
<b>Middlesex University</b> Bachelor's Degree, Biomedical Sciences	Jan 2010 - Jan 2013 (3y)

## Snippets

**Engineering Leadership Roundtable** [Inkd.in](#)  
Discussed the fragility between work/life balance and how it can affect your performance when executing high pressure projects.

## More about me

### My biggest achievement is...

Helping others achieve goals that they previously thought impossible.

### In 3-5 years I want to be...

In a CXO role of a mid to large size product led org.

### Interests

Fitness, Motorcycling, Hiking, Gadgets, IOT