



Alex Jefferies

London, United Kingdom

Portfolio: <https://acjeff.github.io/portfolio>

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Hi,

I'm a product leader with 13 years' experience building and scaling digital products from concept to production.

I have a proven track record leading design, engineering, and product development across early-stage ventures while managing complete roadmaps end-to-end in fast-paced environments.

Full stack web engineer (Expert) - 12 years

UI/UX Web Design (Expert) - 13 years

Brand Design (Advanced) - 11 years

Product Development (Advanced) - 9 years

Product Management (Competent) - 8 years

CI/CD Ops (Competent) - 11 years

Stack: React JS, Node JS, Typescript, Javascript, SCSS, React Native, PostgreSQL, AWS

Experience

Chief Product Officer (CPO), GridDuck

Mar 2017 - Present | London, UK

- Drove the end-to-end creation of an energy management platform, contributing as a key full-stack engineer to scale it from concept to 1500+ devices in production.
- Solely owned and executed the complete UI/UX design, delivering the platform's core feature: a simple, intuitive dashboard that makes complex energy data accessible to all users.
- Directed the entire product lifecycle and development process, shaping the technical roadmap, managing stakeholder feedback, and guiding the project from concept to launch.
- Engineered and designed a conversational AI feature by integrating a Large Language Model with our internal API, enabling users to query and analyze their data through a simple chat interface

Chief Technology Officer (CTO), UTC Hub

Sep 2016 - Sep 2017 | London, UK

- Directed technical strategy and infrastructure development.
- Oversaw product lifecycle from conception to deployment.
- Designed all UI/UX interfaces and user experience flows for students and employers.

Founder / CTO, Gigbloc

Nov 2015 - May 2016 | London, UK

- Co-founded and built the technical backbone of a live music platform.
- Lead development and product innovation.
- Designed the UI/UX for the live music discovery app and website.

Software Developer & Client Services, WIREWAX

Jul 2013 - Nov 2015 | London, UK

- Developed interactive video features as a front-end developer.
- Liaised with clients and provided design support.

Education

B.A. Music Technology (2:1) University of West London 2011 - 2014

A Levels: English Literature, Physics, Biology, Music Technology Taunton School 1996 - 2011