



## Alex Jefferies

London, United Kingdom

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

**LinkedIn:** [linkedin.com/in/acjefferies](https://www.linkedin.com/in/acjefferies)

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

## Experience

### Chief Product Officer (CPO), GridDuck

*Mar 2017 - Present | London, UK*

- Lead full-stack engineering, product development, and UI/UX design across all GridDuck software.
- Maintain platform stability, oversee the product roadmap, and manage client feedback loops.
- Drive R&D and new feature planning while also shaping and executing the company's brand identity across all media.

### 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.

### 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.

### 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