

Alex Jefferies

London, United Kingdom

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

Hi,

I'm a product-minded full-stack engineer with 12 years' experience leading design, engineering, and product development across early-stage ventures.

Proven track record building scalable software, shaping brands, and managing roadmaps end-to-end in fast-paced environments.

Full stack web engineer (Expert) - 11 years

UI/UX Web Design (Expert) - 12 years

Brand Design (Advanced) - 10 years

Product Development (Advanced) - 9 years

Product Management (Competent) - 8 years

CI/CD Ops (Competent) - 10 years

Experience

Chief Product Officer (CPO), GridDuck - Full-time

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

Languages & Tools

JavaScript, AngularJS, React.js, Node.js, HTML5, CSS, jQuery, Git, AWS, PostgreSQL, SQL, UI/UX Design, Illustrator, Photoshop, Rapid Prototyping, Branding, Product Management, CI/CD (GitHub, Jenkins, AWS), React Native, Bootstrap, Adobe Premiere Pro, Logic Pro