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Senior Software Engineer



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📄 SUMMARY

I'm a senior software engineer and startup founder who builds high-impact products at the intersection of design, engineering, and systems thinking.

Over the past decade, I've led and shipped production software across AI, data platforms, and workflow automation—from early prototypes to systems used by hundreds of thousands of people. I specialise in frontend architecture, complex UIs, and turning ambiguous product problems into reliable, scalable software.

I work best in teams that value autonomy, quality, and clear thinking. I bring founder-level ownership and strong technical judgment—helping teams move faster without breaking what matters.

🧠 SKILLS

TypeScript • React • Node.js •
Frontend Architecture • Performance •
AI Integrations • Data Visualization •
Workflow Automation • SSR/SSG •
API Design • Product Leadership

🎓 EDUCATION

BSc Engineering (Mechatronics),
University of Cape Town
2005 – 2008

🧰 EXPERIENCE

Co-Founder & Head of Frontend Engineering, Hunch
2021 – 2025

Led frontend architecture and product execution across multiple AI products, shipping production systems used by 300K+ users and over 10M LLM calls. Owned frontend architecture and delivery cadence across Hunch's product portfolio including Overclock, Coauthor, and Hunch Canvas.

Engineering Manager & Frontend Lead, Aruba (HPE)
2018 – 2020

Frontend tech lead and engineering manager for User Experience Insight. Built industry-leading network monitoring software for enterprise teams, prioritising design and ease of use. Led hiring, mentoring, product support and frontend engineering.

Founding Engineer, Cape Networks
2016 – 2018

Founding engineer & frontend lead. Built the client facing software for our WiFi monitoring sensors. Helped position the product for acquisition by HPE.

Freelance Developer & Consultant
2015 – 2016

Worked as a freelance software developer and consultant on a variety of projects (web, mobile, VR & AR apps).

Lead Developer, Merlin
2012 – 2015

Team lead responsible for software architecture, development, and mentorship. Built web applications and services for the hotel and time-share industry.

🚀 KEY PRODUCTS

Overclock, Agentic Workflow Automation
2025 – 2025

No-code AI agent platform turning plain-English instructions into multi-step automations across Google Workspace, Slack, GitHub, and Notion.

Coauthor + LinkedIn Rewind 2024, AI Writing Platform
2024 – 2025

Consumer product transforming short inputs into authentic content. LinkedIn Rewind reached 300K+ users in weeks.

Hunch Canvas, AI-First Workspace
2023 – 2024

Collaborative canvas enabling teams to design and scale research workflows across LLMs and external tools.

Neon, Visual Data Exploration
2021 – 2023

Collaborative analytics canvas with drag-and-drop charting, auto-linking, and real-time exploration across datasets.