Carlos Kelly

I build apps using web and native platform technologies. My toolkit includes React, GraphQL, Node, Headless CMS, TypeScript, Swift, and Kotlin. I'm the CTO at Formidable, a global design, product, and engineering consultancy with a focus on open-source software.

Formidable

CTO ▪ 2022 → Present

I head up the engineering delivery organization and manage the engineering leadership team. Formidable is a global design, product, and engineering agency with a team comprising over 100 employees servicing clients such as Puma, Starbucks, Walmart, The Atlantic, and TechStyle. I work jointly with Formidable's leadership team to ensure that our technical direction and structure of the engineering organization is aligned with the needs of our clients and strategic goals of Formidable. As a software engineer, I contribute to our open-source software and provide high-level support to our engineering teams. I work with our technical partners to advance our engineering offerings and empower our teams to build software solutions that provide exceptional customer experiences for our clients.

Director of Engineering ▪ 2020 → 2022

I managed client projects and a team of engineering managers with a focus on mobile and web applications. I worked with our Business Development team on sales, staffing, and client relations. I partnered with project Engineering Managers to ensure client and team health, delivery goals and objectives are met, and balance solutions based on business and team needs. In addition to my director responsibilities I maintained the Spectacle OSS project and help architected new client projects focused on front-end, iOS, and Android.

Engineering Manager & Principal Software Engineer ▪ 2016 → 2020

I led a team of developers and mentor their technical and consulting skills. Part of my duties involves annual reviews, bi–weekly 1:1s, and on–boarding new team members. I also performed individual contributor work on several mobile and web React and GraphQL-based projects for clients including Starbucks, Google, Walmart, The Atlantic, and TechStyle.

Modus Create

Senior Software Engineer ▪ 2015 → 2016

Led the front-end development efforts of several lab projects for Marriott. Projects ranged from web applications to native iOS applications. Worked on a rewrite of a regional product site using React with server side rendering for Uniqlo.

Object Systems Group

Software Engineer & Team Lead ▪ 2010 → 2015

Consulted for the Barclaycard Bespoke Offers iOS native app using UIKit and Objective-C. My daily responsibilities included sprint planning, working with product owners on design and experience, architecture, and feature development. I also worked on developing backend services for health organizations using Java and Spring.

Las Vegas Gaming, Inc.

Software Engineer ▪ 2008 → 2010

Assisted software development by co-designing the interface and unit testing for a slot machine entertainment portal macOS application written in Cocoa and Objective-C.

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