

# MARCEL KALVERAM

## Senior Product & Full-Stack Engineer

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📍 Valencia, Spain



## ABOUT ME

I am an engineer at heart with 15+ years of experience building web & mobile apps, always putting the user at the centre of my work.

Besides my experience in frontend engineering, I am also familiar with backend technologies (Node.js, PHP, Python), Cloud Computing (primarily Google Cloud), DevOps and ML/AI.

I have held various leadership positions at early-stage startups, boutique agencies and growth-stage companies. As an Engineering Lead and Product Owner, I gained a deep understanding of the entire product lifecycle from inception to deployment, and how to lead, motivate and coach teams.

I work remotely from Valencia, Spain, and I'm a proud father of two.

## PROFESSIONAL EXPERIENCE

03/2021 - 04/2024

London, England

### Lead Engineer and Product Owner

#### MVPR

AI-enabled PR automation platform

- Developed the first version of the MVPR web app and its core features, using Firebase and Tailwind UI to create a functional prototype
- Hired and managed a team of three developers and defined product and engineering processes
- Helped the company find problem/solution fit and raise a 0.5M seed round after a year

10/2019 - 02/2021

London, England

### Lead Engineer

#### Hanno

Digital Health Product House

- Built and shipped two mobile apps (a cancer diary and a wound care guide) in React Native
- Implemented extensive unit and e2e testing to comply with strict regulations and quality standards

03/2018 - 09/2019

Valencia, Spain

### React Native Freelancer

#### Various clients

- Helped companies build native iOS/Android app in React Native, integrating reliable CI/CD pipelines and establishing unit and e2e testing best practices
- Shipped three React Native apps to the iOS/Android app stores

09/2014 - 02/2018

London, England

### Lead Developer

#### Hanno

Digital Product Agency

- Worked as part of a remote team of designers, developers and strategists for a wide range of startup clients across Europe and the US
- Helped teams ideate on and validate product ideas using the Lean Approach and Rapid Prototyping
- Built 20+ web and mobile apps using AngularJS, React and React Native on the frontend, using light server-less solutions like DatoCMS and Contentful on the backend

09/2011 - 08/2014

Cologne, Germany

### Chief Technology Officer

#### JUNGMUT GmbH & Co. KG

Marketing Agency

- Planned, implemented and shipped 30+ marketing sites, web apps and Facebook campaigns
- Hired and managed external freelancers, taking responsibility for the quality of their work
- Established and matured the company's engineering processes

03/2010 - 08/2011

Valencia, Spain

### Lead Web Developer

#### Delusha.com

Custom Jewellery eCommerce

- Designed, developed, and shipped an eCommerce shop from scratch using CakePHP
- Set up the back-office and user management interface, leveraging Cake's scaffolding capabilities

# EDUCATION

2009 - 2010

Valencia, Spain

- **Scholarship, Computer Science**  
**Universidad Politécnica de Valencia**
  - Certified at Spanish level B1
  - Specialised courses on IT security, Project Management, and Software Design Patterns
- **Bachelor of Science (part 2), Media & Applied Information Technology**  
**University of Applied Sciences**
  - Analysis and implementation of complex web and mobile applications in multiple projects
  - Specialised courses in Computer Graphics, Databases, Mobile Networks, Marketing and Design
- **Bachelor of Science (part 1), Media Informatics**  
**Polytechnic University of Emden/Leer**
  - Foundations in Mathematics, Physics, and Computing Theory
  - Introduction to Operating Systems, Databases and Computer Networking

# SKILLS

Engineering

JavaScriptReactReact NativeReduxRxJSNextJSVercelFirebaseGit

GitHub ActionsCypressJestObject-Oriented ProgrammingFunctional ProgrammingSQL

NoSQLUnit TestingEnd-to-end testingTDDESLintTailwind CSSSoftware Design

Product

Agile Project ManagementScrumProduct DiscoveryUser ResearchUser Interviews

User Story MappingLean Startup MethodologyProduct RoadmappingRequirements Gathering

Feature PrioritisationBacklog ManagementProduct StrategyStakeholder Management

Leadership

Business StrategyOKRSKPIsEmployee MotivationConflict Management1-on-1s

# ACHIEVEMENTS

**Startups 100**

With MVPR, we made it into the UK's Startups 100 of 2024, a list of the most promising new UK businesses

**UK Startup Award**

MVPR won the award for Startup of the Year 2024 in the category "Marketing, Advertising & PR"

# VOLUNTEERING

Creative Mornings

📅 01/2015 - 12/2016 📍 Valencia, Spain

City Host

- For two consecutive years, I was the organiser of Creative Mornings Valencia, a monthly global breakfast event
- The goal of the event series was to unite the city's creative community once a month for an inspiring talk on a creative topic

Toastmasters

📅 09/2014 - 08/2016 📍 Valencia, Spain

VC Public Relations

- I helped generate awareness for the Toastmasters club in Valencia to attract new members
- I promoted club or district activities through effective communication in all relevant social media channels

## PROJECTS

### The Sustainable List

#### A directory of sustainable brands

📅 03/2020 - 02/2021

The sustainable list is a curated list of ethical fashion brands. It features brands that produce good-looking, high-quality products while doing less harm to the planet. I built it using React.js, Next.js and Contentful as our headless CMS.

### Oskar

#### Open source happiness Slackbot

📅 02/2015 - 01/2016

Oskar is a Slackbot I developed while working at the distributed team of Hanno. It was the outcome of a one-week design thinking workshop and tracks how happy people are at work. I built it using node.js and CoffeeScript.

### The Book Project

#### Collaborative writing platform

📅 01/2014 - 12/2014

The Book Project was a collaborative book co-authored by people submitting and curating a new chapter every month. The book got published via the crowdsourcing platform Pentian and is available on Amazon. I built the platform using CakePHP and Bootstrap.

## TRAINING / COURSES

### 10-week Startup Growth Program

SYSTM, formerly Startup Core Strengths ([systm.co](http://systm.co))

### Machine Learning

Andrew Ng, Stanford University ([coursera.com](http://coursera.com))

### Developing Innovative Ideas for New Companies

Dr. James V. Green, University of Maryland ([coursera.com](http://coursera.com))

### M101: MongoDB for Developers

MongoDB University ([mongodb.com](http://mongodb.com))

### The Complete iOS App Development Bootcamp

Angela Yu ([udemy.com](http://udemy.com))

### Kotlin Bootcamp for Programmers

Google ([Udacity](http://Udacity))

### Getting Started with Google Cloud

Google Cloud Training ([cloudskillsboost.com](http://cloudskillsboost.com))

### Mastering Algorithms and Data Structures in JavaScript

CodeSignal ([codesignal.com](http://codesignal.com))

### Gamification

Kevin Werbach, University of Pennsylvania ([coursera.com](http://coursera.com))

## CERTIFICATIONS

### Competent Communicator

Toastmasters International, 12/2015

### Spanish level B1

Universidad Politécnica de Valencia, 06/2010

## LANGUAGES

German  
Native



English  
Proficient



Spanish  
Advanced

