MARCEL KALVERAM

I build and improve digital products.

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PROFESSIONAL EXPERIENCE

Lead Engineer
03/2021 - 04/2024

MVPR
London, England

- I developed the first version of the MVPR web app and its core features. I used tools like Firebase and Tailwind UI to quickly create a functional platform. This helped validate the problem/solution fit and build automated solutions for everyday problems faced by customers in the PR field.
- As the Product Owner, I was responsible for planning and shipping new features, defining the product roadmap, and ensuring design and engineering quality. As part of my role, I hired and managed a team of two developers and helped mature our product and engineering processes.

Lead React Native Developer
10/2019 - 02/2021

Hanno
London, England

- Developed two mobile apps for the healthcare sector in React Native as part of a small product team of one designer and two engineers
- Implemented extensive unit and e2e testing to comply with strict regulations and quality standards in this sector

Lead React Native Developer
07/2018 - 10/2019

mytheresa.com
Munich, Germany

- Helped migrate a native iOS/Android app to React Native, integrating a reliable CI/CD pipeline and establishing unit and e2e testing best practices
- Led a one-week workshop for the Munich-based development team to get proficient in the underlying technologies, React and React Native

Senior Web Developer
02/2018 - 06/2018

GuruWalk
Valencia, Spain

- Responsible for improving the user experience and visual interface of an existing tour guide platform based on Ruby on Rails
- Redesigned the part of the app that allows tour guides to create and edit their tours and implemented it using React and Redux Form

React Native Developer
11/2017 - 06/2018

Uncovercity
Valencia, Spanien

- Worked together with a UX designer and backend developer to build and ship an iOS and Android app in React Native
- My primary responsibility at this job was implementing the front end and integrating the API for a third-party car-sharing service.

Lead Developer
09/2014 - 02/2018

Hanno
London, Großbritannien

- Worked as part of a distributed team of designers, developers and strategists for a wide range of clients across Europe and the US
- Helped companies ideate on and validate product ideas using the Lean Approach and Rapid Prototyping techniques
- Built web and mobile apps using AngularJS, React and React Native on the front end, while using light server-less solutions like DatoCMS and Contentful on the back end
- Ran and participated in workshops on Design Thinking, User Discovery, and Product Strategy to help startups raise funding.

Chief Technology Officer
09/2011 - 08/2014

JUNGMUT GmbH & Co. KG
Cologne, Germany

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

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.

I have built and led small engineering teams in various technical leadership roles, from early-stage startups to pre-IPO businesses.

EDUCATION

Bachelor of Science, Media Informatics

Polytechnic University of Emden/Leer

2005 - 2007   Emden

- Foundations in mathematics, physics, and computing theory
- Comprehensive introduction to operating systems and computer networking
- Specialisation in object-oriented programming and database design

Bachelor of Science, Media & Applied Information Technology

University of Applied Sciences

2007 - 2011   Düsseldorf

- Comprehensive IT Knowledge in informatics and media systems, analysing, conceptualising, and implementing complex IT applications independently
- Specialised Expertise in computer graphics, databases, IT security, media design, networks, object-oriented programming, and software engineering
- Advanced Skills in project work, quality assurance, and microeconomic methods, including management models and corporate organisation.

Scholarship, Computer Science

Universidad Politécnica de Valencia

2009 - 2010   Valencia

- Certified at Spanish level B1.
- Specialisation in IT security, project management, and design patterns.

ACHIEVEMENTS

💬 Competent Communicator Award

I completed ten speech projects from the Toastmasters Competent Communicator Manual.

PROFESSIONAL EXPERIENCE

Lead Web Developer
03/2010 - 07/2011

Delusha.com
Valencia, Spain

- Designed, developed, and shipped an entire eCommerce shop for custom-made jewellery from scratch in CakePHP
- Integrated a jewellery design tool built in Adobe Flash using XML as the format for data exchange
- Set up the back-office and user management interface, leveraging CakePHP's rapid scaffolding capabilities

Web Developer Intern
10/2009 - 12/2009

Webmetrics SL
Valencia, Spain

- Developed and designed marketing websites, integrated CMS into existing websites, and established coding conventions and best practices
- Managed two interns and assisted them in getting familiar with advanced web technologies

Junior Web Developer
12/2008 - 08/2009

Progressive Design
Köln, Germany

- Implementation of websites and web apps with PHP, Javascript and jQuery
- Creation of HTML/CSS templates and Integration of Websites into various CMS.

Application Developer
09/2008 - 11/2008

2Raum Fabrik
Düsseldorf, Germany

- Participated in the prototyping process of a mobile application for a high-profile network provider
- Used Adobe Flex and ActionScript 3 for the prototyping and design work.

Web Developer Intern
08/2008 - 09/2008

argonauten G2
Düsseldorf, Germany

- First ventured into professional web development as part of my studies
- As an intern, I developed and integrated marketing websites and blogs using technologies like WordPress, HTML/CSS, PHP, Javascript, and Adobe Flash.

Technical Support
10/2006 - 06/2008

U.Com
Düsseldorf, Germany

- As part of the reporting team, I was responsible for planning and recording global TV broadcasts covering the company's tennis news feeds.
- Built a Java tool that automated set-top-box scheduling, reducing manual programming time by at least 80%

Webmaster
04/2004 - 03/2008

nuhouse.de
Essen, Germany

- nuhouse.de was an online platform and forum specialising in deep house music.
- Starting as a hobby project about my primary passion at the time, I used WordPress and phpBB to create a small community of around 200-300 people who engaged in discussions about DJing, music production, and events.

ACHIEVEMENTS

The Book Project
I curated and released a ten-chapter novel that was co-created by an online community of hobby writers.

VOLUNTEERING

Valencia City Host
Creative Mornings

01/2015 - 12/2016

For two consecutive years, I organised Creative Mornings Valencia, a monthly breakfast event that unites each city's creative community for an inspiring talk on an innovative topic.

VC Public Relations
Toastmasters Valencia

09/2014 - 08/2016

As the public relations officer, I was responsible for generating awareness for the Toastmasters Club in Valencia and attracting new members. The job involved promoting club or district activities through effective communication in all relevant social media channels.