

MARCEL KALVERAM

Senior Product Engineer | Tech Lead | German Expat in Spain

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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 (JavaScript/TypeScript, React and React Native), I am skilled at backend technologies (Node.js, PHP, Python), Cloud Computing (primarily Google Cloud), DevOps and foundational 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

05/2024 - 09/2024

Career Break

Valencia, Spain

For most of my career, the transition between jobs has been seamless. This time, I decided to take a break of a few months to give myself time to reflect on the last 15 years that I've been working in tech, spend time with my kids, and think about where I'm heading next.

03/2021 - 04/2024

Lead Engineer and Product Owner

London, England

MVPR (mvpr.io)

AI-enabled PR automation platform

- Developed the first version of the MVPR web app, using Firebase and Tailwind UI
- Hired and managed a team of developers, defining product and engineering processes
- Helped the company find problem/solution fit and raise an initial seed round

10/2019 - 02/2021

Lead Engineer

London, England

Hanno (hanno.co)

Digital Health Product House

- Built and shipped two mobile apps (a cancer diary and a wound care guide) in React Native
- Led the development of the projects and set up engineering best practices and coding conventions
- Implemented extensive unit and e2e testing to comply with strict healthcare regulations

03/2018 - 09/2019

React Native Freelancer

Valencia, Spain

Various clients (including mytheresa.com, uncovercity.com and guruwalk.com)

- Helped companies build or migrate native iOS and Android apps in React Native
- Set up best practices, coding conventions, reliable CI/CD pipelines with unit and e2e testing
- Shipped a total of three React Native apps to the iOS/Android app stores

09/2014 - 02/2018

Lead Developer

London, England

Hanno (hanno.co)

Digital Product Agency

- Worked as part of a remote team with a wide range of clients across Europe and the US, including Uber, Lenovo, Omron, Avios, PrepD, Stratim, Pathship and nCube Home
- 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

Chief Technology Officer

Cologne, Germany

JUNGMUT GmbH & Co. KG (jungmut.com)

Marketing Agency

- Planned, implemented and shipped 30+ marketing sites, web apps and Facebook campaigns for clients like UNICEF, Karstadt, German Doctors, Desertec and Elizabeth Arden
- Hired and led external freelancers, taking responsibility for the speed and quality of their work
- Established and matured the company's engineering and UX/UI processes

PROFESSIONAL EXPERIENCE

- 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
- 01/2018 - 02/2010

Cologne, Germany

• **Freelance Web Developer**
Various clients
 - Developed websites using HTML/CSS/JS and PHP for clients like Disney, Nokia and BMG
 - Integrated websites into content management system like WordPress, Joomla and Typo3
 - Wrote multiple rich web application using Adobe Flash, Flex and ActionScript 3

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
- 2007 - 2010

Düsseldorf, Germany

• **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
- 2006 - 2007

Emden, Germany

• **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

SIDE 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 Slack bot

📅 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 Twitter's Bootstrap framework.

TRAINING / COURSES

10-week Startup Growth Program

SYSTM, formerly Startup Core Strengths (systm.co)

Machine Learning

Andrew Ng, Stanford University (coursera.co)

Developing Innovative Ideas for New Companies

Dr. James V. Green, University of Maryland (coursera.com)

M101: MongoDB for Developers

MongoDB University (mongodb.com)

The Complete iOS App Development Bootcamp

Angela Yu (udemy.com)

Kotlin Bootcamp for Programmers

Google (Udacity)

Getting Started with Google Cloud

Google Cloud Training (cloudskillsboost.com)

Mastering Algorithms and Data Structures in JavaScript

CodeSignal (codesignal.com)

Gamification

Kevin Werbach, University of Pennsylvania (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

