

# Mitchell Bryson

## Full-stack Product Engineer (Rails + React)

---

**Est. 2002**

---

### Materials Market Senior Product Engineer (Rails, React)

Jan 2023 - PRESENT (2.5 years)  
Hybrid (London, UK) Remote

Available Remote (UK/USA/EU) or Hybrid (Sheffield/London, UK).  
07562 805 041  
[work@mitchellbryson.com](mailto:work@mitchellbryson.com)

More information is available at:

<https://mitchellbryson.com>

<https://linkedin.com/in/mitchellfyi>

<https://github.com/mitchellfyi>

---

The first decade of my career was spent as a product designer and full-stack engineer (JS, PHP), back when they just called us web designers. I maintain that design and UX are the foundation of everything I do to create software people love.

The last 15 years, I've focused primarily on end-to-end full-stack product engineering (Ruby on Rails, React/Vue) delivering SaaS and marketplace products.

I work best in small teams and pre-series-A startups. I specialise in bridging the gap between customers, the business and engineering with a track record of turning business goals into revenue-driving software.

- Shipped **AI agents, RAG pipelines, and LLM-powered automations** for customers and internal teams in production.
- Design, architecture, and engineering of a new e-commerce product platform (MaterialsPro) with **+£1m new revenue, 5x AOV, 15x LTV, 96% prediction accuracy, beating vendor ML model.**
- Experienced across growth, product, and engineering – from sketch to scale. I do customer interviews and lifecycle, CRO, ML/AI - anything that delivers better software to end-users. I wear so many hats, even the AI asks who's speaking.

---

80% building new features, CRO, 20% strategy. Owning product growth and AI initiatives across acquisition, retention, and monetisation for the UK's fastest-growing building materials marketplace.

- **AI Customer Service Agents** – Designed and deployed multi-agent system (orchestration, sales, existing order updates,

conflict resolution, product expert, project advisor). Integrated with HubSpot and WhatsApp. Reduced manual support load by >60%, increased resolution speed from hours to minutes.

- **Predictive Pricing & Supply** – Built real-time analytics + AI model (Postgres → Sidekiq → Redis + heuristics) to predict supplier acceptance with **96% accuracy** – 10% higher than an external vendor's ML model. Improved gross margin from 6% → 8%.
- **AI-driven Content Pipeline** – Engineered a headless CMS + GPT pipeline that auto-generated SEO, social, and email campaigns. Enabled marketing/sales to launch campaigns in minutes (vs. days).
- **Materials Pro Ordering Workflow** – Conceived, built, and shipped an end-to-end order flow (search autocomplete, project lists, one-click re-orders). Delivered **+£1m net-new revenue**, 5x AOV, 15x LTV, retention from <10% → >50%.
- **Subscription & Retention Systems** – Launched free-delivery subscription service (100 paid users in 30 days, 3x AOV, repeat-purchase 10% → 40%). Designed rewards programme, supplier ratings, and customer segmentation engine.

**Stack:** Ruby on Rails 5.2–7.1, PostgreSQL, Redis, Sidekiq, Heroku, Stripe, HubSpot, GitHub Actions CI/CD

---

CRWD

**Lead Full-stack Engineer  
(Rails, React)**

Jan 2021 - Dec 2022 (1 year)  
Hybrid (London, UK) Remote

---

Technically CTO, but a team of one! Founded and led a SaaS startup – a community platform for brands to co-create and improve physical products. Raised £125k pre-seed with my sales co-founder.

- **NLP-based Insight Discovery** – Implemented automated topic clustering and real-time content aggregation using ML/NLP techniques. Enabled product teams to surface insights from thousands of community posts in minutes instead of days.
- **Custom Analytics Dashboards** – Built retention cohorts, sentiment heatmaps, and engagement analytics – delivered directly to PMs for faster decision-making.
- **Engaging Community Platform** – Multi-tenant Rails + React

platform with social login and publishing integrations (Twitter, Instagram, Facebook). Brands used our onboarding flows, engagement playbooks and community tools to increase pre-sales, connect deeper with their true fans and increase their customer insights.

- **Fundraising & Delivery** – Secured pre-seed round based on a working MVP delivered in 4 weeks. Recruited and managed a small team (1 engineer, 1 marketing). Achieved weekly sprint delivery on an aggressive six-month roadmap.

**Stack:** Ruby on Rails 6 (multi-tenant), React 17, PostgreSQL (multi-schema), Redis, Sidekiq, AWS (S3, EC2), Stripe, GitHub Actions CI/CD

---

Taskfeed

**Lead Full-stack Engineer  
(Vue, Salesforce Apex)**

Jan 2018 - Dec 2020 (2 years)  
Hybrid (London, UK) Remote

---

Technically, I was Head of Product and Development, but with a small team of 4. Led product and engineering for the best-selling resource and project management tool on Salesforce.

- **Data Visualisation** – Designed and shipped a bespoke **virtualised Gantt component** (game-engine rendering techniques) that let users pan through thousands of tasks at 60fps. Transformed usability and scaled infinitely.
- **Predictive UX Enhancements** – Leveraged data-driven design (cohort analysis, usage heatmaps) to prioritise features that doubled daily active use and feature discovery.
- **Platform Re-architecture** – Migrated from single-file jQuery monolith to Vue 2 SPA on Salesforce Lightning in 3 months (half the projected timeline).
- **Scaled Delivery** – Managed 4 engineers across in-house/offshore; shifted release cadence from quarterly → daily via CI/CD.
- **Growth Outcome** – Expanded product scope from onboarding → full lifecycle management. Drove ARR growth and helped position Taskfeed for the acquisition by Precursive.

**Stack:** Salesforce (Apex, Lightning, SOQL), Vue 2, JavaScript ES6,

Visualforce, GitHub Actions CI/CD, Jest, Docker (local dev)

---

Airstoc

**Lead Full-stack Engineer  
(Rails, Vue)**

Sep 2015 - Aug 2017 (2 years)

Sheffield, UK

---

Technically, I was CTO, but of a team of two. Led development of a marketplace for drone videographers, built on Rails and Vue. Delivered a large-scale video processing pipeline handling 2PB+ of media with FFMPEG optimisation, ensuring performance and scalability. Managed a small cross-functional team, driving both product direction and engineering delivery.

---

Blendmode

**Full-stack Developer/Designer  
(Rails, Django, Vue, React)**

Jan 2010 - June 2015 (5 years)

London, UK, San Francisco, USA, Remote

---

Founded and scaled a product studio, building MVPs and SaaS platforms for 50+ startups across continents and industries. Delivered full-stack solutions with Rails, Django, React, and Vue, often owning UX and design as well as engineering. Grew to an 8-person team before acquisition by SMT.

---

*Truncated here* - **Previous positions are available on LinkedIn.**

---

## Skills summary

---

### Core

- Ruby (13y), Ruby on Rails (2012 → 8.x, Hotwire/Stimulus)
- JavaScript/TypeScript (20y), React (16 → 19), Vue 2/3
- PostgreSQL, Redis, Sidekiq, REST APIs

### AI / Machine Learning

- AI agent development (OpenAI API, LangChain, pgvector)
- RAG pipelines, embeddings, and semantic search
- GPT-powered automation for pricing, retention, and content
- Predictive modelling (supplier acceptance, churn risk)

### Product & Growth

- End-to-end product delivery (0 → v1 → scale)
- Funnel analytics, A/B testing, pricing experiments
- CRO, lifecycle automation, subscription + retention design

### Infrastructure

- AWS (S3, Lambda, EC2), Heroku, Docker, Kubernetes
- CI/CD with GitHub Actions
- Multi-tenant SaaS architecture, scalable background job systems

### Leadership

- Startup CTO/CPO (CRWD, Airstoc, Blendmode)
- Team building, sprint planning, mentoring juniors
- Translating business OKRs into engineering outcomes