

Mitchell Bryson

Full-stack Product Engineer

Available Remote (UK/USA/EU) or Hybrid (Sheffield/London, UK).

07562 805 041

work@mitchellbryson.com

More information is available at:

<https://mitchellbryson.com>

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

<https://github.com/mitchellfyi>

Since 2002

Startup CTO / Full-stack Product Engineer specialising in **Ruby on Rails** and **React**, with experience building and leading mixed product teams, optimising for user experience, and business impact.

Working with customer success, product managers, marketing, and sales to gain a deep understanding of business goals and **translate them into scalable, data-driven product solutions**.

Proven ability to build scalable products, optimise customer engagement, and implement AI-driven automations with strengths in aligning engineering efforts with market needs.

Materials Market
Senior Product Engineer /
Growth Manager

Jan 2023 - PRESENT (2.5 years)

Hybrid (London, UK) Remote

Owning product growth initiatives across acquisition, retention, and monetisation for the UK's fastest-growing B2B building materials marketplace.

Designed, developed, and shipped "Materials Pro", an end-to-end ordering workflow with autocomplete product search, project lists, and one-click re-orders. **£1 M+ net-new revenue, 5x AOV, 15x LTV** in first year of life. **Increase in retention from <10% to >50%**. Spoke to many target customers, and used A/B testing and feature flags to find product/market fit.

Built a real-time analytics pipeline (Postgres → Sidekiq → Redis) crunching historic sales, Google Matrix live-traffic distances, and product mix. Deployed a data model and pricing heuristics that return a supplier list + optimised price in < 3s. **96% supplier-acceptance prediction accuracy** (10% better than an external AI/ML vendor's model). **+2% gross margin (6 % → 8 %)** for internal buying team.

Engineered a headless CMS integration for auto-generated SEO, social and email content from existing copy that gave the marketing and sales team the ability to publish or change copy instantly with **zero development time (usually a few days to weeks)**. Allowed those teams to **launch new campaigns in minutes**.

Conceived, designed and developed a **free-delivery subscription service** (including the data analysis on costs versus revenue predictions). **100 paid subscribers in the first 30 days, 3x AOV, repeat-purchase rate increased from 10% → 40%**.

Other initiatives I conceived, designed, and developed with similar outcomes are the rewards programme, supplier ratings, and customer segmentation.

Key stack & tools: Ruby on Rails 5.2 → 7.1, PostgreSQL, Redis, Sidekiq, Heroku, Stripe, HubSpot, GitHub Actions CI/CD.

CRWD

CTO / Full-stack Product Engineer

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

My start-up. An online community platform for brands, focused on new or improved product development of real physical products.

Drove engagement features that closed the feedback loop for product teams using real-time content aggregation and topic clustering for faster insight discovery. Included social-login & publishing integrations (Twitter, Instagram, Facebook). Custom analytics dashboards (retention cohorts, sentiment heat-maps) surfaced directly to brand PMs

Scaled the team and the roadmap by recruiting and mentoring one contract engineer and one marketing assistant, delivering weekly sprint goals on an aggressive six-month timeline.

Secured a pre-seed round on the strength of the working MVP (4 weeks) and early design-partner testimonials. Ultimately, sunset the product after failing to dislodge better-funded incumbents, but exited with reusable IP and a hard-earned playbook for rapid SaaS validation.

Key stack & tools: Ruby on Rails 6 (multi-tenant), React 17, PostgreSQL (multi-schema), Redis, Sidekiq, AWS (S3, EC2), Stripe, GitHub Actions CI/CD.

Taskfeed

Head of Product and Development

Jan 2018 - Dec 2020 (2 years)

Hybrid (London, UK) Remote

The best-selling resource and project management tool on Salesforce.

Re-platformed a **single-file jQuery monolith** into a **Vue 2 SPA** on Salesforce Lightning in **3 months instead of 6**.

Adopted the native Salesforce Lightning Design System - visual consistency lifted daily **active usage and feature discovery 2x**.

Infinite-scale Gantt view in 4 weeks by writing a bespoke **virtualised Gantt component** that renders only the visible timeline rows (game-engine-style **view-frustum / windowing**), letting users pan through **thousands of projects & tasks at 60 fps**.

Managed the roadmap, team & release velocity with 2 product managers, 4 in-house & offshore engineers; moved to two-week sprints with CI/CD (Salesforce DX + GitHub Actions) - **cut release cycle from quarterly to daily**.

Expanded from onboarding-only to full project lifecycle; drove ARR growth that **helped position Taskfeed for acquisition** by Precursive (deal completed Dec 2020).

Key stack & tools: Salesforce (Apex, Lightning, SOQL), Vue.js 2, JavaScript ES6, Visualforce, GitHub Actions CI/CD, Jest, Docker (local dev).

Airstoc

CTO / Full-stack Developer

Sep 2015 - Aug 2017 (2 years)

Sheffield, UK

Spearheaded the development of a marketplace for drone videographers, leveraging Rails and Vue.js to facilitate asset sales and service bookings. Managed a large-scale video transcoding pipeline **handling over two petabytes of video and image data** (FFMPEG), optimising platform performance and usability. Managed a small team of product managers and developers.

Blendmode

Owner / Full-stack Developer/Designer

Jan 2010 - June 2015 (5 years)

London, UK, San Francisco, USA, Remote

Provided **end-to-end development for over 20 startups**, building MVPs and scaling products across multiple industries. Worked extensively with Ruby on Rails, React, Vue, and Angular, integrating innovative solutions that helped early-stage businesses launch and grow. Grew the company from just me to a team of 8 and finally sold it to the SMT.

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

Skills summary

Technical

- **Programming Languages:** Ruby (13 years), JavaScript (22 years), TypeScript (9 years).
- **Frameworks & Libraries:** Ruby on Rails (2012 → today, 8.x, + Hotwire/Stimulus), React (16 → 19), Vue.js 2/3.
 - Legacy: Next.js, Angular, Ember.js, Backbone.js, jQuery
- **Databases:** PostgreSQL/MySQL, Redis, MongoDB, BigQuery.
- **Infrastructure & DevOps:** AWS (S3, Lambda, EC2), Heroku, Docker + Kubernetes, Supabase, Netlify, DigitalOcean, CI/CD with GitHub Actions.
- **Backend Development:** RESTful APIs, background job processing (Sidekiq, Resque), Systems Design, Event-driven and pub/sub.
- **Frontend Development:** HTML5 / Accessibility, CSS3, Tailwind CSS, SASS, UI/UX principles, Component-driven UI & design-system thinking.

Growth & Product

- **End-to-end product delivery** from napkin sketch to v1 launch and iterative scale-out
- **Data-informed decisions** using funnel analytics, A/B testing, pricing experimentation and customer segmentation.
- **AI & automation** using LLM/GPT-powered content pipelines and predictive retention triggers.
- **Acquisition & retention** through CRO, lifecycle email, and onboarding optimisation.
- **Site performance & SEO** using Core Web Vitals > 90, SEM rush and technical SEO audits baked into CI.

Leadership

- **Technical mentorship** on code reviews, architectural guidance, and pairing that levels up juniors.
- **Cross-functional alignment** by translating business OKRs into scoped, testable engineering work (items shipped → metrics moved)
- **Bias for action + safety** using feature flags, blameless post-mortems, “green tests before green button” culture.