

# Mitchell Bryson

## Full-stack Product Engineer

Remote UK, EU, USA. Based in Sheffield, UK.

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### OVERVIEW

Full-stack product and AI engineer specialising in Ruby (Rails, Hotwire) and JavaScript (Typescript, React, Vue.js), with a track record of shipping measurable outcomes. I ship thin slices fast, then harden with flags, SLOs and zero-downtime migrations. I own the full loop from discovery to deployment and iteration, keep codebases maintainable, and optimise for latency, cost, and risk-avoidance. Mostly Remote; comfortable leading squads, and collaborating across sales, product and growth.

### PREFERRED TECHNOLOGY & SKILLS

HTML / CSS / JavaScript since 2002.

Ruby / Ruby on Rails since 2012.

TypeScript since 2018. React since 2017. Vue.js since 2014.

MySQL, PostgreSQL (postgis, pgvector), Redis, BigQuery.

AWS (S3, Lambda, EC2), GCP, Heroku, Docker, Kubernetes, CloudFlare, CI/CD with GitHub Actions.

Agentic AI with OpenAI API, LangChain, and MCP setup.

RAG pipelines with web scraping, uploads, embeddings, and semantic search.

GPT-powered automation for dynamic pricing, classification, retention, and content.

Major integrations with Stripe, Xero, HubSpot, Salesforce, Google APIs, and OpenAI.

### WORK EXPERIENCE

**Senior Full-stack Product Engineer** — Materials Market, Remote/Hybrid London, UK

Jan 2023 to Present (2.5 years)

Owning end-to-end development of product, growth and AI initiatives across acquisition, retention, and monetisation for the UK's fastest-growing building materials marketplace.

- **Dynamic Pricing & Predictive Supply:** Built real-time analytics & confidence algorithm to predict supplier acceptance with 96% accuracy. Developed a dynamic pricing algorithm that improved gross margin from 6% to 8%. Included integration with Google Matrix API for real-time traffic reporting.
- **AI Customer Service & Sales Agents:** Designed and deployed a multi-agent system (orchestration, sales, existing order updates, conflict resolution, product expert, project advisor). Integrated with HubSpot and WhatsApp/Email, and a RAG/embeddings pipeline for an existing knowledge base. Reduced manual support load by >60%, increased resolution speed from hours to minutes.
- **B2B Orders:** Developed and deployed an end-to-end order flow (search autocomplete, project lists, one-click re-orders) for B2B customers. Delivered +£1m net-new revenue in 12 months, 5x AOV, 15x LTV, retention from <30% to >50%.
- **Subscription & Retention Systems:** Developed a free-delivery subscription service (3x AOV, repeat-purchase 10% to 40%). Integrated Stripe, HubSpot & headless CMS (Sanity). Further integrated an affiliate platform (Rewardful) and designed a rewards programme based on order value and customer loyalty.
- **AI Customer Segmentation & Enrichment:** Integrated HubSpot & OpenAI pipeline that auto-segmented new and existing customers for use in sales and marketing campaigns. Enabled marketing/sales to launch new hyper-targeted campaigns in minutes (vs. weeks).

Ruby on Rails, Hotwire, React, PostgreSQL, Redis, Sidekiq, Heroku, GCP (Matrix API, Geolocation), Stripe, HubSpot, OpenAI, GitHub Actions CI/CD, REST APIs, n8n, RAG.

## **Lead Full-stack Engineer** — CRWD, Remote/Hybrid London, UK

Jan 2021 to Dec 2022 (2 years)

Owning end-to-end development of the entire product and tech stack. A community platform for brands to co-create and improve physical products through interactive user feedback. 90% hands-on product development.

- **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.

- **Social Feedback Platform:** Multi-tenant Rails & React platform with social login and publishing integrations (Twitter, Instagram, Facebook). Developed media-map interactions with videos and photos for collecting specific and detailed user feedback.
- **Fundraising & Delivery:** Secured pre-seed round based on a working MVP delivered in 4 weeks. Recruited and managed a small team. Achieved weekly sprint delivery on an aggressive roadmap.

Ruby on Rails, React, PostgreSQL, Redis, Sidekiq, AWS (S3, EC2), Stripe, GitHub Actions CI/CD.

## Lead Product Engineer — Taskfeed, Remote/Hybrid London, UK

Jan 2018 to Dec 2020 (3 years)

Led product and engineering for the best-selling resource and project management tool on Salesforce. 80% hands-on development, 20% management.

- **Data Visualisation:** Designed and shipped a bespoke virtualised Gantt component (game-engine rendering techniques) that let users pan through thousands of projects and 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 a 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 to daily via CI/CD. Implemented and managed per-customer versioning release management.
- **Growth Outcome:** Expanded product scope from onboarding to full lifecycle management. Drove ARR growth and helped position Taskfeed for the acquisition by Precursive.
- **ISO27001:** Became certified and participated in risk analysis and assessment, and kept the ISMS up to date in regards to platform and development practices.

Salesforce (Apex, Lightning, SOQL), Vue 2, JavaScript ES6, Visualforce, GitHub Actions CI/CD, Jest, Docker (local dev).

## Lead Full-stack Engineer — Airstoc, Remote/Hybrid Sheffield, UK

Jun 2015 to Nov 2017 (2.5 years)

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. Integrated with Stripe Connect for vendor payments. Managed a small cross-functional team (20% management, 80% hands-on development), driving both product direction and engineering delivery. Built smaller growth-led products in React.

**Lead Full-stack Developer/Designer** — Blendmode, Remote, UK, EU and USA

Jan 2010 to Jun 2015 (5.5 years)

Founded and scaled a start-up product studio, building MVPs and version 2.0+ for SaaS platforms, mobile apps and marketplaces. Worked with 50+ startups across continents and industries. Delivered full-stack solutions with Rails, Django, React, and Vue. 50% engineering and development, 50% client-facing and team management. Grew to an 8-person team before acquisition by the SMT.

Truncated - Previous positions are available on LinkedIn:

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