

Robert Wells

He/Him

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VP of Engineering, currently leading senior cross-functional global teams. Team builder and servant leader. 10+ years engineering experience, successfully launched over 50 products, scaling to millions of users. Led technical mergers of multiple companies. Published author of *Unity By Example*.

Experience

Head of Engineering | VP of Engineering

Apr 2022 – Present

Prickly Bear

- Led successful launch of 6 mobile apps and 100+ product updates, resulting in a 200% increase in user adoption and 40% day 7 retention.
- Rapidly scaled the Engineering team from 0 to 12 Engineers, across Frontend, Mobile, Backend, and QA; enabling delivery of key milestones.
- Diversified revenue streams across mobile and web, doubling company revenue.
- Established DevOps culture and implemented CI/CD stack, reducing deployment time by 80%, enabling multiple daily deployments.
- Led pivotal tech migrations: Flutter to Unity and Monolithic to Microservices, resulting in a 95% increase in app stability and reducing server response time from 700ms to 400ms.

Software Engineering Manager

May 2020 – Apr 2022

Sandbox Kids (formerly Hopster)

- Led client-side tech stack merger following acquisition of US kids companies Curious World and Kidomi, resulting in substantial cost savings of 4k p/m through service and framework consolidation.
- Built and managed recruitment pipeline, expanding team by 40%.
- Led the Engineering teams transition to remote, implementing processes and tools, reducing context-switching, and increasing the time engineers spent writing code by 1–2 hours daily.
- Implemented a comprehensive career progression framework, fostering continuous improvement, coaching, feedback, and performance assessment to enhance staff retention.

Senior Software Engineer

Mar 2019 – May 2020

Sandbox Kids (formerly Hopster)

- Led development of games that topped engagement metrics with over 15,000 impressions in week 1.
- Created a partner authentication framework, resulting in a 70% reduction in integration time through effective collaboration with external partners.
- Implemented a data-driven, re-usable games engine enabling the Design team to update game functionality via a CMS, reducing time to market by 40%.
- Streamlined code review process and established best practices for a team of 5 engineers, reducing average code review turnaround from days to hours.

Founder

Oct 2014 – Mar 2019

that games guy

- Developed 30+ assets, tools, and game templates with over 50,000 downloads.
- Managed all aspects of company to achieve annual sales growth of 80%.
- Authored development tutorials and articles on AI read by 2500+ people weekly.

Technical Competencies

🔗 **Primary Languages:** C#, Unity, Node.js, .NET, C++, JS, TS, Flutter, React[JS/Native], Cocos2d-x, Obj-C, Java
🖱️ **Systems Engineering:** GCP [Cloud Run, App Engine, Compute], Firebase, Docker
🔄 **CI/CD:** GitHub Actions, Fastlane, Jenkins, Codemagic, Bitbucket
🗄️ **Databases:** Firestore, MongoDB, PostgreSQL

Publications

- *Unity by Example*: Covering everything from fundamentals to machine learning. Available for purchase at Amazon and Waterstones. Published by Packt.

Education

BSc Honours, Computer Science (1st Class)

Middlesex University

2014

- Attained the highest grade in the school of Science and Engineering.