

# Robert Wells

He/Him

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VP of Engineering, currently leading senior cross-functional global teams. 10+ years engineering experience, successfully launched over 50 products, scaling from 100s of users to millions. Led technical mergers of multiple companies. Published author of Unity By Example.

## Experience

### VP of Engineering

Apr 2022 – Present

*Prickly Bear*

- Successfully launched 6 mobile apps and over 50 significant product updates, resulting in a 200% increase in user adoption and a day 7 retention of 40%.
- Defined best practices within the broader Engineering team, establishing a DevOps culture, and building a CI/CD stack to reduce deployment time by 80%, enabling multiple daily deployments.
- Implemented multiple revenue streams across mobile and web, increasing revenue by 100%.
- Spearheaded critical tech migrations, including transitioning from Flutter to Unity, and evolving from a monolithic to a microservices architecture, achieving a 95% reduction in app crashes, while also reducing average server response time from 700ms to 400ms.

### Software Engineering Manager

May 2020 – Apr 2022

*Sandbox Kids (formerly Hopster)*

- Built and managed recruitment pipeline, expanding team by 40%.
- Defined client-side tech stack merger following acquisition of US kids company Curious World, bringing integration and deployment in-house while reducing ongoing costs by 4k p/m through service and framework consolidation.
- Established a career progression framework, outlining a plan for continuous improvement through coaching, feedback, and performance assessment, leading to increased staff retention.

### Senior Software Engineer

Mar 2019 – May 2020

*Sandbox Kids (formerly Hopster)*

- Led development of in-app games that topped engagement metrics with over 15,000 impressions in week 1.
- Developed a partner authentication framework, leading technical discussions with external partners, and decreasing development time of integrations by 70%.
- Developed a data-driven, re-usable games engine to empower the Design team to update game functionality through a CMS without requiring a release. Reducing time to market by 40%.

### Founder

Oct 2014 – Mar 2019

*that games guy*

- Developed over 30 assets, tools, and game templates.
- Released 10+ products on the Unity Asset Store with over 20,000 downloads.
- Managed all aspects of company to increase sales by over 80% annually.

## Technical Competencies

🔧 **Primary Languages:** C#, Unity, C++, JS, TS, Obj-C, Java, Cocos2d-x, Flutter, Reactjs, React Native

📦 **Content Management:** Git, GitHub, Bitbucket

☁ **Systems Engineering:** GCP [Cloud Run, App Engine, Compute], Firebase, Docker

🔄 **CI/CD:** GitHub Actions, Fastlane, Jenkins, Codemagic

🗄 **Databases:** Firestore, MongoDB, PostgreSQL

## Publications

### Unity by Example

- Book, Published by Packt. Covering everything from fundamentals to machine learning. Available for purchase at Amazon and Waterstones.

## Education

### BSc Honours, Computer Science (1st Class)

Middlesex University

2014

- Attained the highest grade in the school of Science and Engineering, having achieved over 90% in most modules.