

Robert Wells

He/Him

🏠 | ✉ hi@robwells.dev | [in robwells](#) | [robwells](#) | ☎ +44 7846 342805

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 Games Developer

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++, Javascript, Obj-C, Java, Cocos2d-x, Dart, Flutter, Reactjs

🔗 **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.

Development and Leadership

- In-depth development, leadership, and AI tutorials. Open source assets and game templates. Read by 2500+ people weekly.

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.