Robert Wells *He/Him*

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Engineering Leader, with 12+ years engineering experience. Successfully launched over 50 products from inception to market, scaling to millions of users. Led technical mergers of multiple companies. Technical advisor and published author of Unity By Example.

Experience

Head of Engineering
Propelle

Apr 2024 – Present

- Built and launched a cross-platform investment app in 3 months, managing mobile (React Native) and backend (.NET) development to meet tight timelines.
- Recruited a high-performing engineering team from 0 to 3 members to deliver projects on schedule.
- Established CI/CD pipelines, reducing deployment time by 80% and decreasing production issues by 30%.
- Designed scalable data infrastructure for real-time analytics, reducing manual data processing by 90% and enabling data-driven decisions.
- Boosted user conversion rates by 18% through A/B testing and optimising key app flows, including onboarding and paywall.
- Conducted customer interviews to identify user needs and pain points, resulting in targeted improvements that raised retention rates by 10%.
- Led strategic partnerships with vendors, integrating key APIs and services, reducing time to market by 3 weeks.

Tech Advisory Board Member
Packt

Mar 2024 – Present

- Provide strategic direction on emerging technologies and industry best practices to shape the publishing content roadmap.
- Lead quarterly advisory sessions to evaluate market shifts, assess portfolio gaps, and recommend high-demand topics for future publications.
- Review and provide critical feedback on book outlines ensuring alignment with current technology practices and user needs.
- Collaborate with authors and editors to refine technical content, ensuring accuracy and alignment with Packt's business and educational goals.

Head of Engineering
Prickly Bear

Apr 2022 – Apr 2024

- 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
Sandbox Kids

May 2020 – Apr 2022

- 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
Hopster

Mar 2019 – May 2020

- 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.
- Defined best practices within the broader Engineering team, including introducing Unit tests, building a CI/CD stack to reduce deployment time by 80%, and ensuring documentation creation was baked into tickets to increase knowledge sharing.

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.
- Owned more than 40 production deployments with a 100% success rate.

Skills

- **</> Primary Languages:** C#, React[JS/Native], Unity, Node.js, .NET, C++, JS, TS, Flutter, Cocos2d-x, Obj-C, Java
- **Content Management:** Git, GitHub, Bitbucket
- **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
- Author of Unity by Example: covering fundamentals to machine learning. Available for purchase at Amazon and Waterstones. Published by Packt and read by 30000+ people.

Education

BSc Honours, Computer Science (1st Class)   Middlesex University   2014
- Attained the highest grade in the school of Science and Engineering.