MARCEL KALVERAM

Senior Product Engineer • Tech Lead • German Expat in Spain

📞 +34 633 152 762
🔗 https://marcelkalveram.com
@ marcel.kalveram@gmail.com
📍 Valencia, Spain

ABOUT ME

I am a Full-Stack Engineer with 15 years of experience developing web and mobile apps. With an eye for design, a sense for intuitive user interfaces, and my experience in product management, I am a well-rounded contributor to cross-functional teams.

In addition to my deep expertise in frontend engineering (web and mobile), I am skilled in backend programming (Node.js/Express and Python), cloud computing (GCP and Firebase), DevOps (GitHub Actions), and foundational data science and ML/AI.

As an Engineering Lead and Product Owner, I gained a deep understanding of the entire product development lifecycle, from inception to deployment, and learned how to lead, motivate, and coach teams.

I work remotely from Valencia, Spain, and I'm a proud father of two.

PROFESSIONAL EXPERIENCE

05/2024 - 09/2024
Valencia, Spain

Career Break

For most of my career, the transitions between jobs have been seamless. This time, I decided to take a break for a few months to reflect on the last 15 years I've spent working in tech, spend time with my kids, and think about where I'm heading next.

03/2021 - 04/2024
London, England

Lead Engineer/Product Owner

MVPR | mvpr.io

AI-enabled Public Relations platform (B2B SaaS)
· Developed the initial prototype of the web application using React, Firebase and Tailwind UI
· Onboarded three engineers to the team, providing onboarding, mentoring and support
· Helped raise an initial seed round by validating problem/solution fit and seek product/market fit

10/2019 - 02/2021
London, England

Lead Engineer

Hanno | hanno.co

Digital Health Product House (B2B Consulting)
· Led the engineering team, implementing coding conventions and engineering best practices
· Implemented extensive unit and e2e testing to comply with strict healthcare regulations
· Built and shipped two mobile apps in React Native to the iOS and Android app stores

03/2018 - 09/2019
Valencia, Spain

Mobile Engineer

Freelance - Various clients

mytheresa.com, uncovercity.com, guruwalk.com (B2C Products)
· Helped companies build native mobile apps in React Native
· Set up engineering best practices, coding conventions and reliable CI/CD pipelines
· Shipped a total of three React Native apps to the iOS/Android app stores

09/2014 - 02/2018
London, England

Lead Engineer

Hanno | hanno.co

Digital Product Agency (B2B Consulting)
· Helped companies ideate on and validate product ideas using lean startup principles
· Ran multiple workshops on product discovery, product strategy, and design thinking
· Built 20+ web and mobile apps using AngularJS, React and React Native on the frontend, using Node.js and server-less solutions (like Contentful, DatoCMS) on the backend
· Clients I worked for at Hanno include Uber, Lenovo, Omron and Avios

09/2011 - 08/2014
Cologne, Germany

Chief Technology Officer

JUNGMUT GmbH & Co. KG | jungmut.com

Marketing Agency (B2B Consulting)
· Planned, implemented and shipped 30+ marketing sites, web apps and marketing campaigns
· Hired multiple external freelancers, taking responsibility for the speed and quality of their work
· Established and matured the company's engineering, product and UX/UI processes
· Clients I worked for at JUNGMUT include UNICEF, German Doctors, Desertec and Elizabeth Arden

PROFESSIONAL EXPERIENCE

03/2010 - 08/2011
Valencia, Spain

● **Lead Engineer**
Delusha.com

Custom accessories eCommerce (B2C)
· Designed, developed, and shipped an eCommerce shop from scratch using CakePHP
· Built and documented the API to facilitate integration of a third-party jewellery design tool
· Set up the back-office and user management interface, leveraging Cake's scaffolding capabilities

01/2018 - 02/2010
Cologne, Germany

● **Web Developer**
Freelance - Various clients

· Developed 20+ websites using HTML/CSS/JS and PHP
· Integrated HTML/PHP code into content management system like WordPress, Joomla and Typo3
· Wrote multiple rich web application using Adobe Flash, Flex and ActionScript 3
· Clients I worked for as a freelancer include Disney, Nokia and BMG

EDUCATION

2009 - 2010
Valencia, Spain

● **Scholarship, Computer Science**
Universidad Politécnica de Valencia

· Certified at Spanish level B1
· Specialised courses on IT security, Project Management, and Software Design Patterns

2007 - 2010
Düsseldorf, Germany

● **Bachelor of Science (part 2), Media & Applied Information Technology**
University of Applied Sciences

· Analysis and implementation of complex web and mobile applications in multiple projects
· Specialised courses in Computer Graphics, Databases, Mobile Networks, Marketing and Design
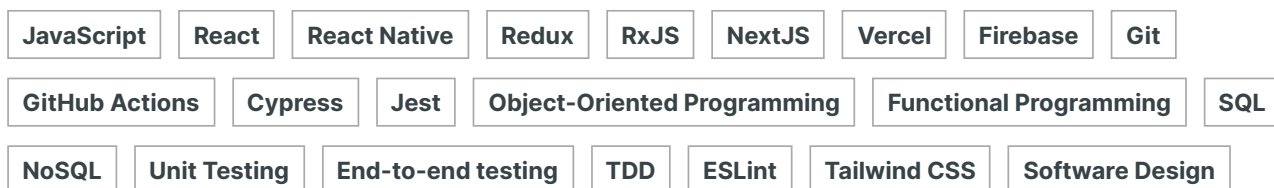
2006 - 2007
Emden, Germany

● **Bachelor of Science (part 1), Media Informatics**
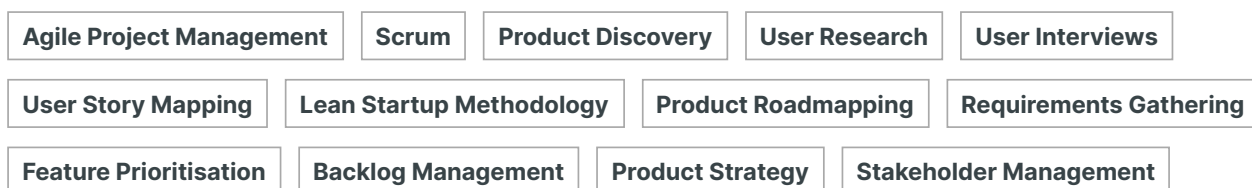**Polytechnic University of Emden/Leer**

· Foundations in Mathematics, Physics, and Computing Theory
· Introduction to Operating Systems, Databases and Computer Networking

SKILLS

Engineering

| JavaScript | React | React Native | Redux | RxJS | NextJS | Vercel | Firebase | Git |

| GitHub Actions | Cypress | Jest | Object-Oriented Programming | Functional Programming | SQL |

| NoSQL | Unit Testing | End-to-end testing | TDD | ESLint | Tailwind CSS | Software Design |

Product

| Agile Project Management | Scrum | Product Discovery | User Research | User Interviews |

| User Story Mapping | Lean Startup Methodology | Product Roadmapping | Requirements Gathering |

| Feature Prioritisation | Backlog Management | Product Strategy | Stakeholder Management |

Leadership

| Business Strategy | OKRs | KPIs | Employee Motivation | Conflict Management | 1-on-1s |

ACHIEVEMENTS

Startups 100
With MVPR, we made it into the UK's Startups 100 of 2024, a list of the most promising new UK businesses

UK Startup Award
MVPR won the award for Startup of the Year 2024 in the category "Marketing, Advertising & PR"

VOLUNTEERING

Creative Mornings
📅 01/2015 - 12/2016   📍 Valencia, Spain

City Host
- For two consecutive years, I was the organiser of Creative Mornings Valencia, a monthly global breakfast event
- The goal of the event series was to unite the city's creative community once a month for an inspiring talk on a creative topic

Toastmasters
📅 09/2014 - 08/2016   📍 Valencia, Spain

VC Public Relations
- I helped generate awareness for the Toastmasters club in Valencia to attract new members
- I promoted club or district activities through effective communication in all relevant social media channels

SIDE PROJECTS

The Sustainable List
A directory of sustainable brands

📅 03/2020 - 02/2021

The sustainable list is a curated list of ethical fashion brands. It features brands that produce good-looking, high-quality products while doing less harm to the planet. I built it using React.js, Next.js and Contentful as our headless CMS.

Oskar
Open source happiness Slack bot

📅 02/2015 - 01/2016

Oskar is a Slackbot I developed while working at the distributed team of Hanno. It was the outcome of a one-week design thinking workshop and tracks how happy people are at work. I built it using Node.js and CoffeeScript.

The Book Project
Collaborative writing platform

📅 01/2014 - 12/2014

The Book Project was a collaborative book co-authored by people submitting and curating a new chapter every month. The book got published via the crowdsourcing platform Pentian and is available on Amazon. I built the platform using CakePHP and Twitter's Bootstrap framework.

TRAINING / COURSES

10-week Startup Growth Program
SYSTM, formerly Startup Core Strengths (systm.co)

Machine Learning
Andrew Ng, Stanford University (coursera.com)

Developing Innovative Ideas for New Companies
Dr. James V. Green, University of Maryland (coursera.com)

M101: MongoDB for Developers
MongoDB University (mongodb.com)

The Complete iOS App Development Bootcamp
Angela Yu (udemy.com)

Kotlin Bootcamp for Programmers
Google (Udacity)

Getting Started with Google Cloud
Google Cloud Training (cloudskillsboost.com)

Mastering Algorithms and Data Structures in JavaScript
CodeSignal (codesignal.com)

Gamification
Kevin Werbach, University of Pennsylvania (coursera.com)

CERTIFICATIONS

Competent Communicator
Toastmasters International, 12/2015

Spanish level B1
Universidad Politécnica de Valencia, 06/2010