Lewis Sherlock

Bangkok, Thailand | lewis@ljsherlock.com | linkedin.com/in/lewis-sherlock | +66 61 325 9406

SENIOR FULL-STACK PRODUCT ENGINEER

Senior full-stack product engineer with 12 years of experience turning founder ideas into launch-ready web products by pairing hands-on frontend development with server-side and AI infrastructure work. Partner directly with CEOs and stakeholders, translating business goals into technical proposals, design direction, and shipped features. Thrive in fast-moving startup and agency settings, ramping up quickly on new codebases, teams, and industries. Bring a designer's eye to engineering, converting Figma files into clean, reusable interfaces. Signature achievement: built a programmatic SEO system that took a startup from zero to 300+ Google-indexed pages and 2,000+ daily search impressions within 2 to 3 months.

Languages: TypeScript, JavaScript (ES6+), HTML5/CSS3, WP Core Architecture & Extensibility
Frontend & UI: React, Redux, Styled Components, Storybook, Electron, HTML5 Canvas
Backend & Cloud: PHP, Node.js, Express, REST APIs, Google Cloud Platform, Firebase (Firestore, Auth, Hosting)
AI & LLM Integration: Gemini API, Anthropic Claude API, Dynamic Prompt Architecture, AI Workflow Integration
Design & Product: Design Systems, Component Libraries, UI/UX Prototyping, MVP Architecture, Technical SEO

RELEVANT EXPERIENCE

Lead Product Engineer — **Oct 2025 - Present**
Hello Yellow (Yellow Technology Ltd) — San Francisco, CA (remote)

Own the complete development operation for a San Francisco startup serving roughly 500 users, reporting directly to the CEO. Started alongside a designer and backend developer, then took on design and backend ownership with the CEO as the team streamlined.

Product Leadership & Growth

- **Executive Partnership:** Turn CEO priorities into shipped products by scoping features together, carrying each from concept to release, and demoing results to key stakeholders and clients.
- **Technical Discovery:** Ground product decisions in technical reality by researching requirements for proposed ideas and writing technical documents for leadership approval.
- **Programmatic SEO:** Scaled from zero to 300+ Google-indexed event pages in 2 to 4 weeks by building a programmatic SEO system. Over 150 pages drew impressions in one week, many ranking 5 to 15.
- **Organic Growth:** Lifted daily impressions from near zero to 2,000 to 3,200 and daily organic clicks to as many as 24 in 2 to 3 months. Average position rose to 10 to 12 as organic sign-ups climbed.

Full-Stack & AI Engineering

- **Multi-Platform Delivery:** Deliver one cohesive product across multiple endpoints, including a web app and Chrome extensions, while owning full-stack implementation and maintenance.
- **AI Infrastructure:** Engineer the server-side and AI infrastructure powering core product features, from backend services to AI integrations.
- **Design Direction:** Shape a consistent user experience by setting and implementing design direction.

Founder & Senior Full-Stack Developer — **Jan 2018 - Apr 2026**
Déjà Vu Design — Remote

Founded Déjà Vu Design and sustained eight years of remote contract work, embedding with distributed agency and product teams to build complex React.js and TypeScript applications on fresh codebases.

HYD (2021 - 2022)

- **E-Commerce Redesign:** Advanced a large, complex e-commerce redesign for The School of Life by collaborating remotely with HYD's London-based developers, project managers, and QA team.

ApproveMe (2020 - 2021)

- **Mobile Web App:** Launched a fully responsive mobile signing app for a digital document platform, leading development with TypeScript, React.js, Redux, Axios, Express, and Styled Components.

- **Component Library:** Standardized the interface by converting Figma designs into a reusable component library documented in Storybook.
- **State Management:** Synchronized the app with live account data by architecting Redux state around ApproveMe's custom user-data API.

Double Top (2019 - 2020)

- **Insurance Quotation Flow:** Elevated a feature-rich insurance website and quotation process using TypeScript, React.js, Redux, Styled Components, and insurance-estimation APIs.
- **WordPress Integration:** Extended a React.js application with UI and business-logic features, packaged as a plugin integrated with the WordPress REST API.

twoboys & Machine.Earth (2018 - 2019)

- **Design-to-Code:** Transformed a Soho design agency's concepts into fully functional websites that preserved every design detail.
- **Interactive Exhibits:** Brought Airbus aircraft brochures to life at the company's annual Geneva exhibition by building a touch-screen React.js and Electron desktop app displayed beside each aircraft.

Senior Frontend Developer **2017 - 2018**
Shelter UK London, UK

Led frontend development for Shelter, the UK housing and homelessness charity, guiding a team of three developers and turning project requirements into sprint-ready work.

- **Team Leadership:** Steered the frontend team toward consistent, high-quality releases by managing developers and coordinating their workload.
- **Scrum Specifications:** Clarified sprint scope for engineers by authoring detailed specifications that fed directly into Scrum planning.
- **Code Oversight:** Upheld code quality by reviewing engineers' work and guiding technical decisions.

ADDITIONAL EXPERIENCE

Frontend Developer **2014 - 2017**
Redwire Design, Staffcare, Prism Media Production, and More London Area, UK

Built a versatile foundation across London agencies, an in-house team, and freelance clients, delivering 50 to 100 client websites, web apps, email campaigns, and marketing projects.

- **CSS Architecture:** Improved Staffcare's frontend workflow by introducing scalable, maintainable CSS, and partnered with clients to structure information-design solutions.
- **HTML5 Canvas App:** Created a children's design app for a chocolate-making box set, letting users craft personalized stencils through a complex HTML5 Canvas interface built with vanilla JavaScript and jQuery.
- **WordPress Development:** Equipped a London pub and an independent hair salon with custom WordPress themes featuring custom post types, e-commerce, responsive layouts, and printable menus.
- **Agency Delivery:** Produced websites across many industries at Redwire Design, modernized legacy sites for Top Left Design, and refactored a large-scale social media project for Origin Design. Also built PHP (Yii) apps, microsites, newsletters, and Bootstrap emails at Prism Media and PowWow.

EDUCATION

Joint Honours Degree, Web Development and Media Technology (2:1) **2014**
Kingston University Kingston upon Thames, UK

BTEC Diploma and Certificate, Business Studies and Finance **2008**
South East Essex College Southend-on-Sea, UK