

Adam Demirel

Senior Full-Stack Engineer | Founding Engineer / Technical Lead

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Summary

Founding Engineer & Technical Lead with 8 years of experience building and shipping products from 0→1 across AI, crypto, consumer marketplaces and digital products. Co-founded and led engineering for a short-term rental marketplace to 150+ paying users, served as technical lead for a crypto analytics startup, and led the 0→1 development of an AI-powered product using LLMs and streaming interfaces.

Experienced operating with high autonomy and end-to-end ownership across product strategy, architecture, full-stack implementation, infrastructure, performance optimisation, real-time systems, AI integration and technical hiring. Repeatedly trusted to take ambiguous problems from idea → product → production while working directly with founders and small, high-velocity teams.

Selected Highlights

- **Founding Engineer / Co-Founder:** Built and led the technical function for a 0→1 marketplace, reaching **150+ paying users and \$70k+ revenue**. Founding engineer at crypto analytics startup 0xArc, and AI startup Kitched.
- **AI Product Engineering:** Architected and shipped a **0→1 AI-powered product** using OpenAI APIs, streaming LLM interactions, RAG, and full-stack TypeScript.
- **Crypto / Real-Time Systems:** Served as technical lead for a **crypto analytics startup**, rebuilding its core application and designing real-time WebSocket data feeds and caching strategies.
- **End-to-End Ownership:** Repeatedly owned products across **product strategy, architecture, frontend, backend, infrastructure, performance and production delivery**.
- **Technical Leadership:** Worked directly with founders, conducted technical hiring, onboarded engineers and established architectural standards in small high-velocity teams.

Skills

⚡ Frontend

Typescript, Javascript, React, Next.js, Tailwind CSS, HeroUI, Storybook

⚡ Backend

Node.js, Express, Fastify, REST, GraphQL, WebSockets, SSE

⚡ Data/AI

OpenAI APIs, LLM Workflows, Streaming, RAG, Vector DB, Semantic Search, TensorFlow, Tanstack Query

⚡ Infrastructure

System Design, MongoDB, SQL, AWS, Sanity CMS, Shopify API, Vercel, GCP, Netlify

Experience

Kitched

Aug 2025 – Feb 2026

Founding Engineer / Lead Product Engineer

- Led the 0→1 development of an AI-powered interactive cooking platform, owning architecture and full-stack implementation across React, Next.js, Fastify and OpenAI APIs.
- Architected a streaming LLM interface and interactive AI experience from the ground up.
- Advised founders on AI feasibility, technical trade-offs, product strategy, and translating business ideas into engineering roadmaps.
- Led technical hiring, roadmapping, and onboarding a Machine Learning Engineer.

- Re-architected the backend from NestJS to Fastify to reduce runtime execution overhead.

OxArc

Apr 2024 – May 2025

Technical Lead / Founding Engineer (Contract -> Perm)

- Took technical ownership of the core product, rebuilding the application architecture from the ground up using Next.js, TypeScript and TanStack Query.
- Owned product delivery across architecture, complex analytics workflows, data visualisation and performance optimisation.
- Shipped end-to-end analytics funnels, complex data dashboards, and performance optimizations for data-dense interfaces.
- Conducted technical hiring and managed a mid-level engineer, establishing architectural standards and reviewing technical decisions.
- Designed real-time WebSocket data feeds and time-based cache invalidation strategies for continuously changing analytics data.

Homees

Nov 2022 – Jun 2024

Co-Founder & Founding Engineer

- Built a zero-to-one short-term rental marketplace platform, scaling to \$70k+ revenue and 150+ paying users.
- Owned the entire technical function: architecture, database design, full-stack development, payments, infrastructure and production operations.
- Built operational processes to reduce recurring product and support bottlenecks.
- Co-led organic distribution and GTM strategy, growing a targeted Instagram community to 2,000+ followers.

Aportalconnect

May 2026

Technical Lead / Senior Product Engineer (Contract)

- Led a complete UX/UI redesign and frontend architecture overhaul for a creative two-sided marketplace.

Swanned

March 2024

Software Engineer (Contract)

- Diagnosed and resolved core functional bugs across native iOS and Android mobile codebases for a consumer app.

DotDev

Aug 2021 – Dec 2022

Full Stack Developer

- Built headless e-commerce platforms (Gatsby/GraphQL/Shopify) for major brands including [GoodnessMe](#).
- Identified and fixed a critical runtime performance bottleneck deep in the official gatsby-source-sanity repo ([patch merged](#)).

Paper Moose

Mar 2019 – Aug 2021

Developer & Creative Technologist

- Delivered 30+ digital applications across web, e-commerce, hardware/IoT, and AI integrations.
- Engineered physical-to-digital hardware systems using Arduinos and React for Coca-Cola's smart bins (SCG).
- Lead developer on ground-up rebuild of OzHarvest's main platform (20k+ monthly visitors).
- Trained and integrated edge computer vision models (TensorFlow) for automated product detection.

Projects

MuayLab

Jan 2026

Combat sports training landing page concept. Built and deployed lean market-validation landing pages with integrated Tally forms to test consumer demand and organic growth (Reddit/Show HN) prior to committing resources.

Break Boredom

May 2025

Curated activity discovery concept. Same validation and marketing as MuayLab above.

Programmer's Guide to Life

Aug 2025

Created an interactive philosophical essay applying software metaphors to personal development.

Education

Coder Academy

2018

6-month Coding Bootcamp Intensive

Macquarie University

2013-2014

Coursework in Philosophy & Neuroscience

Selected Testimonials

Gabrielle Tapuc

CTO at RouteMesh (formerly OxArc)

Adam took over a highly complex analytics dashboard with mediocre UI/UX and turned it into a professional product. He demonstrated strong technical expertise in React and Next.js, transforming a complex project into a clean, manageable codebase.

Daniel Tang

Data Engineer at OxArc

Adam quickly onboarded to a new domain as Lead Engineer, managing a workload previously handled by multiple team members. He brings a sharp eye for detail, working through complex data and engineering problems from first principles.

Lianna Patete

Co-founder at Kitched

I couldn’t speak higher of everything you did for us. Please know how much your hard work, commitment, and attitude have been appreciated.