

Lawrence Hunt

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Product Engineer | ideas to production at speed and scale

- Took a proptech platform from 0 - **400 paying users in 3 weeks**
- First engineering hire at AI platform - **led product + frontend**
- Shipped analytics platform - **live in 2 weeks**
- Increased ad performance by **30%** at Zoopla

10+ years building user-facing products across AI, proptech, travel and marketing, with a focus on turning technically complex systems into intuitive, high-performing user experiences.

I work across product, design, and engineering, and have been a first hire, team builder, and hands-on IC in high-velocity environments.

Background in design and advertising - strong on UX, communication, and commercial impact.

AWS Certified Solutions Architect.

Experience

Full Stack Team Lead — Macrocosmos (May 2023 – Jan 2026)

First engineering hire at a decentralised AI platform, leading product and frontend to turn complex infrastructure into AI tools.

- Defined MVP scope with founders and translated blockchain/AI infrastructure into features **used by > 2000 users**
- Shipped **3D UIs** (Three.js, Next.js) enabling interaction with distributed AI architecture for inference, AI training, data scraping and processing
- **Recruited and led 8-person product-focused team**, establishing architecture and delivery processes for rapid idea to production cycles
- **Improved developer velocity** through CI/CD, testing and tooling

Founding Engineer (Contract) — Zipsmart (Jan – May 2023)

Designed and built the MVP for a map-based house price forecasting platform targeting estate agents.

- Owned product and frontend from concept to launch, working directly with founders to define scope, reaching **400 paying users in 3 weeks**
- Built an **interactive map-based UI** with dynamic forecasting overlays, making complex pricing models intuitive and explorable
- Integrated **real-time data pipelines** and APIs to deliver up-to-date pricing insights

Founding Engineer (Contract) — Calliper (Sept – Dec 2022)

Built the MVP for a data analytics platform delivering AI-driven insights to non-technical business users.

- Designed and shipped a clean, accessible analytics interface surfacing automated AI insights in **2 weeks**
- Built backend workflows including **graphical Slack reports** to deliver real-time insights connecting Stripe, Google Analytics and social platforms
- Delivered full-stack implementation including **authentication, database design, and React component library**
- Added **user feedback** system, enabling founders to iterate quickly

Full Stack Team Lead — Zoopla (May 2021 – July 2022)

Led development on the Listings Experience team, improving core user journeys and unlocking new commercial opportunities.

- Owned and led a redesign of Zoopla's advertising experience, driving a **30% increase in impressions** and unlocking higher-value commercial models
- Played a key role in **migrating legacy systems** to a modern Next.js architecture on Vercel within an NX monorepo
- Led design system overhaul, **improving cross-team collaboration at scale** with design tokens and design-team CI integration
- **Mentored engineers** and led internal sessions on frontend architecture and system design

Senior Full Stack Engineer — Culture Trip (Jan 2020 – May 2021)

Helped launch the company's first e-commerce product as an Online Travel Agency, linking travel journalism to revenue-generating products.

- Built ecommerce app and RevOps workflows **enabling new revenue stream**

- **Built data ingestion service** making hundreds of thousands of experiences available for sale
- **Improved performance and SEO** across high-traffic pages
- Made key architectural decisions for linking products to **travel content**

Full Stack Engineer — Arkera (March – Dec 2019)

Part of a small, highly leveraged engineering team on a financial AI platform that processed 200K articles daily to generate insights for finance professionals.

- Built **UI to easily navigate large bodies of textual data** for relevance
- Built Python microservices powering **large-scale ingestion and Natural Language tagging** pipelines
- Developed and maintained a design system and component library for **rapid iteration** in frontend and internal tooling.

Full Stack Engineer — Liberal Software (2019 – 2024)

Built frontend systems for Extract, a machine learning platform **now used widely by UK local governments** to interpret scanned voting registers.

- Designed and built UI for file upload, processing pipelines, and results visualisation
- Integrated Stripe payments and account management flows
- Implemented comprehensive automated testing to ensure reliability for public-sector use

Full Stack Engineer — Bright Analytics (2017–2019)

Helped build a data platform for marketing professionals, normalising data from 50+ advertising APIs into a unified reporting layer for attribution, spend, and ROI analysis.

- Built **data pipelines and backend services to ingest and normalise** high-volume advertising data across multiple platforms
- Developed **customisable dashboard for attribution, spend, and ROI analysis**

Earlier career

- McCann Ad Agency London — Creative Art Director (2014-2016)
- Institute of Psychoanalysis — Freelance Designer & Developer (2013–2017)
- Bluefrog London — Copywriter (2011-2013)

Technologies

Product & Frontend Systems

Next.js, React, TypeScript, Design Systems, GraphQL, Turborepo

Data-Driven & Interactive Interfaces

D3, Highcharts, PostGIS, real-time visualisation, ThreeJS

AI & LLM Integration

LangChain, LangGraph, MCP, Cursor, Claude Code, Codex

Backend & Infrastructure

Node.js, Python, GoLang, PostgreSQL, Supabase, AWS, Serverless, Terraform, Kubernetes, DataDog, PostHog

Testing & Developer Experience

Playwright, Jest, Vitest, CI/CD

Education

Makers Academy London (Software Engineering)

School of Communication Arts 2.0 (Creative Advertising)

Warwick University (1st Class Hons. in English Lit. & Creative Writing)

Interests

Travel writing

Martial arts (Kickboxing and Brazilian Jiu Jitsu)