

# Max Kelly

Software Engineer

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## PROFILE

Tech founder with a strong track record of shipping user-loved products. Skilled in React, React Native, Supabase, Node.js, and product design. Experience across startups and scale-ups, with a focus on building consumer apps that scale.

## EXPERIENCE

### Software Engineer, Sortd ↗

Oct 2025 - Present

*Digital shopping assistant simplifying online shopping through wishlisting and social commerce.*

- Brought mobile development in-house and took ownership of the entire React Native application
- Elevated product quality by implementing TanStack Query, feature flags, OTA updates, and a modular code architecture
- Built performant caching layer and native SwiftUI long-press interactions to enhance the user experience
- Drove stability improvements by triaging and resolving existing bugs across the codebase

React Native · TypeScript · TanStack Query · SwiftUI

### Software Engineer, CoreFlow AI ↗

Jul - Sep 2025

- Delivered Extend Video feature end-to-end within first week, now a core revenue-generating product stream
- Built and shipped evaluation framework (Eval), establishing the foundation for future model assessments
- Implemented CI/CD pipelines and end-to-end tests, improving reliability and developer velocity
- Collaborated on AI-driven features including prompt engineering and model evaluation for production
- Led frontend enhancements and backend scalability initiatives

React · Node.js · CI/CD · AI evals

### Founder & Software Engineer, A Life Lived ↗

Jul 2024 - Jul 2025

*Story-recording app helping users capture and share meaningful moments through audio.*

- Built and launched cross-platform app with React Native and Supabase
- Delivered advanced audio handling: recording, editing, concatenation, and timestamped playback
- Integrated AI features: text-to-speech, transcription, and intelligent question suggestions
- Implemented monetisation with ads and subscriptions using RevenueCat
- Shipped deep linking, push notifications (Expo, OneSignal), and OTA updates
- Drove engagement and retention through analytics, iteration, and user-focused design

React Native · Expo · Supabase · RevenueCat · OneSignal

Software Engineer, [me&U](#) ↗

Oct 2023 - Jan 2025

- Led development of digital ordering features, streamlining the dining experience
- Collaborated cross-functionally to deliver user-friendly interfaces and venue integrations
- Optimised app performance using analytics and user feedback
- Delivered scalable backend solutions for rapid venue and user onboarding

React · TypeScript · Node.js

Software Engineer, [AirRobe](#) ↗

Apr 2022 - Oct 2023

- Helped brands integrate into the circular fashion economy
- Built features for the Circular Wardrobe widget

React · Ruby on Rails

SKILLS

Languages

- JavaScript / TypeScript
- Swift
- Ruby
- HTML / CSS
- SQL
- C++

Frameworks

- React / React Native
- Node.js
- Ruby on Rails
- Angular

Tools & Platforms

- Supabase
- Docker
- Expo
- RevenueCat
- OneSignal
- Branch.io
- TanStack Query

EDUCATION

BTech, Information Technology – Academy of Information Technology

Diploma of IT, Software Engineering – Coder Academy

EARLIER ROLES

Keep It Cleaner – React, React Native, TypeScript

Lapis – Angular, Docker, TypeScript

Tithon BioTech – React Native, E2E & unit testing

Startup Bootcamp – Tech & product support

Revel – Founder – event planning platform