

Velislav Gerov

Hands-on Technical Leader | Product, AI & Platform Engineering

London, United Kingdom · velislav@gerov.dev
gerov.dev · linkedin.com/in/velislavgerov · github.com/velislavgerov

PROFILE

Software engineer with 9+ years of experience building and scaling systems across the stack. Comfortable navigating unfamiliar domains, making pragmatic architectural decisions and taking complex technical challenges from early exploration through production.

EXPERIENCE

WONE (Walking on Earth) — London, UK

Tech Lead, 2024–Present · Senior / Full-Stack Engineer, 2022–2023

- **Turned delivery infrastructure into a force multiplier.** Consolidated six repositories into a monorepo, automated releases, migrated production to ECS/CDK and unified authentication. Increased release cadence **3.5x**, doubled merged PRs and reduced median PR lead time from **16.5h to 2.2h**, removing reliance on a single technical lead.
- **Built an AI-native development loop adopted across the organisation.** Engineered an agentic development harness with reusable skills, tooling and runtime QA evidence, and rolled out Claude Code through Claude Teams. Standardised AI-assisted development and reduced reliance on manual testing.
- **Removed engineering dependencies from product experimentation.** Built self-service AI coaching configuration and reporting used across Product, Customer Success, Programmes and Science. Enabled teams to run experiments, measure outcomes and set OKRs without routine engineering involvement.
- **Protected critical product launches through scope and technical judgement.** Took technical ownership across the stress assessment and AI coaching platform during overlapping launches. Simplified requirements, challenged unnecessary complexity and prioritised high-impact work to keep both launches on schedule.
- **Removed the mobile platform bottleneck.** Initiated and led a three-engineer React Native rebuild, securing business buy-in to consolidate separate iOS and Android applications into one codebase. Delivered on schedule, brought mobile development in-house and eliminated two specialist dependencies.
- **Built an extensible foundation for stress resilience measurement.** Architected a versioned psychometric assessment system, integrated wearable biometrics across backend and product, and developed configurable scoring to combine these signals into the app's core resilience measures.

Telebid Pro — Sofia, Bulgaria

Senior Software Developer · progressed from Junior Software Developer, 2017–2021

- **Led development of a new live-game management product from scratch.** Built a multi-interface system spanning real-time casino-floor monitoring, financial and accounting workflows, backend APIs and custom table hardware integrations, extending the management platform into live table operations.
- **Extended a distributed casino management platform into regulated markets.** Maintained and expanded its jackpot and rewards distribution system, improved supporting architecture and integrations, and built regulatory compliance infrastructure enabling operation in additional jurisdictions.

TECHNOLOGY

TypeScript · React · React Native · Python · Django · PostgreSQL · GraphQL · REST APIs · AWS · CI/CD · Distributed Systems · LLM Applications · RAG · Agent Harness Engineering

EDUCATION

University of Aberdeen — BSc (Hons) Computing Science, 2016