

DOUG SILKSTONE

LEAD PRODUCT ENGINEER

I build software, find customers and grow the business. I'm at my best when a small team needs all three to work together.

- STRATEGY
- ENGINEERING
- DESIGN
- ANALYTICS
- GROWTH
- OPERATIONS



FOREWORD

STARTED

Paid search, Vouchercloud,
2014

RUNS TODAY

Benson, Vouchernaut and
WithSeismic

BUILDING

Hogsend

HOW I WORK

Find the growth problem.
Build the fix. Check the
result.

BASED

Prague. London onsite or
remote

OPEN TO

Engineering contracts and
selected permanent roles

I BUILD PRODUCTS. I KNOW HOW TO SELL THEM.

I'm a product engineer who started in growth. I care about who will buy a product, why they'll choose it and whether they'll come back. I can work out what's getting in the way and build the fix.

At Vouchercloud in 2014, we ran paid search across 15 international sites. Reporting ate time we could have spent improving campaigns, so I learned JavaScript and automated it. The tools I built saved the team 240 hours a month.

That opened up a much bigger job than managing ads. By March 2017, I was writing about turning spreadsheets into a morning email and building tools for keyword research and campaign creation.⁵⁵ If a repetitive task was keeping us from revenue, I could get rid of it.

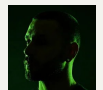
Running my own businesses made the rest unavoidable. A product needed customers; those customers needed a reason to buy and a reason to stay. I built the software, acquisition and measurement for Benson and Vouchernaut, sold both businesses and later took them back. I've also delivered work for Framer, Contra, The Motley Fool, Groupon and STRV.

When I brought Benson back in 2026, I needed something merchants could use and understand quickly. I wrote 44 specs, directed coding agents and reviewed their work, alongside the site, demos and launch campaign. The rebuild went from an empty repository on 24 September to a public relaunch on 4 October: ten days.

I'm good at work that crosses marketing, product and engineering because I've had to make all three pay. Give me a business problem and room to own it. I'll challenge the brief where it needs it, build what we agree and stay with the result.

DOUG SILKSTONE

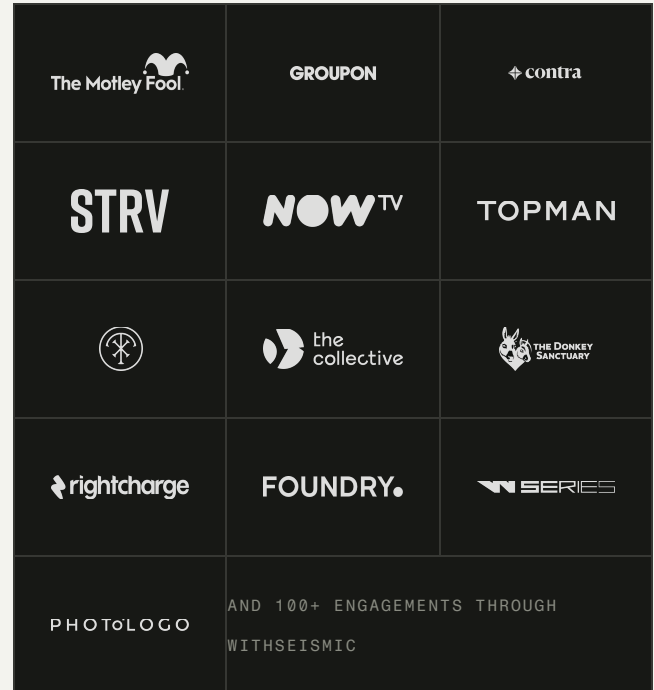
PRAGUE, OCTOBER 2026



CONTENTS

	Foreword: I build products. I know how to sell them.	02
	The short version	04
01	WHERE I'M MOST USEFUL	05
02	HOW I WORK	10
03	SELECTED WORK	13
	Benson	14
	Hogsend	17
	RaceMake	18
	Dinners With Friends	19
	Contra and Indy.ai	21
	Patrianna	22
	Vouchernaut, Vouchercloud, Reach Robotics and Photologo	23
04	RANGE	25
05	THE RECORD	29
	Working together	33
	Sources and evidence	35

SELECTED CLIENTS AND CAMPAIGN WORK



The work spans product engineering, marketing and analytics. NOW TV and Topman were campaigns at Vouchercloud; Photologo was a contract growth role. The other teams were clients of WithSeismic.

"Doug is a pro. I'd hire him again for any future marketing & technology initiatives."

BRIAN TIGHE, HEAD OF TECHNOLOGY, THE MOTLEY FOOL · CLUTCH REVIEW ¹¹

THE SHORT VERSION

10

DAYS

from an empty repository to Benson's 4 October 2026 relaunch¹

100+

client engagements across engineering, growth and analytics at WithSeismic²

25

M

monthly sessions across 500+ stores on the original Benson³

1

M

players on Patrianna's platform, where my team shipped five games⁴

SUMMARY

I'm a Lead Product Engineer with a growth background. I find where a business is losing customers, revenue or time, and build the change it needs. I've run my own software businesses, delivered client work and led engineering teams, so I can connect the market, the product and the numbers. My main stack is TypeScript, React and PostgreSQL. I use coding agents to move quickly, with specs, tests and review.

CORE SKILLS

PRODUCT ENGINEERING

TypeScript, React, Next.js, Node.js, Hono, PostgreSQL, Redis, GraphQL, React Native and Expo, Rust and Tauri, browser extensions, Shopify apps, Stripe, C++ and Python

DESIGN

Product and interface design, design systems, motion, Three.js and WebGL

TECHNICAL LEADERSHIP

Architecture, scoping, specs, hiring, delivery, QA, release and production operations

AI AND DEVELOPER TOOLING

Coding agents directed through specs, tests and review; MCP servers and LLM workflows

GROWTH AND MEASUREMENT

Paid search, SEO, attribution, event specs, GA4 and GTM, PostHog, lifecycle and experiments

ROLES, MOST RECENT FIRST

Founder and technical lead · Benson	2020-23 · 2026-NOW
Merchant software for detecting and controlling coupon extensions. p. 14	
Founder · Hogsend	MAY 2026-NOW
A TypeScript framework for building and testing lifecycle messaging. p. 17	
Interim engineering lead · RaceMake	MAR-JUL 2026
Rust/Tauri and React apps on live sim-racing telemetry. p. 18	
Technical founder · Dinners With Friends	NOV 2024-NOW
Bookings, payments and host tools for a social-dining business. p. 19	
Growth and product lead · Patrianna	NOV 2022-JUL 2023
Set up an in-house game studio; owned monetisation and telemetry. p. 22	
Head of growth, contract · Photologo	Q4 2020
Led growth for a Black Friday/Cyber Monday period with \$1M+ revenue. p. 23	
Founder and lead engineer · WithSeismic	2016-NOW
Studio work for Framer, Contra, The Motley Fool, Groupon and STRV. p. 25	
Founder · Vouchernaut	SINCE 2016
Voucher marketplace; original business reached 250K monthly sessions. p. 23	
Digital marketing manager · Reach Robotics	NOV 2016-MAY 2018
Go-to-market for MekaMon, an AR robot sold in Apple Stores. p. 23	
Performance marketing · Vouchercloud	NOV 2014-NOV 2016
Paid search across 15 sites; React tools saved 240 hours a month. p. 23	

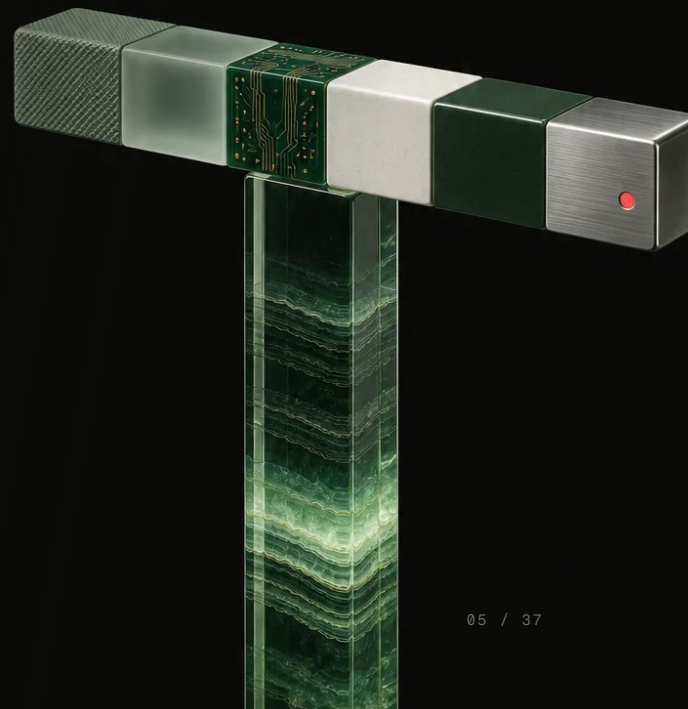
01

CHAPTER ONE

WHERE I'M MOST USEFUL

I find where growth gets stuck and build what moves it forward. I can work out why customers aren't buying, change the product and get it back in front of them. That's where my background in marketing and engineering pays off.

-
- 01 What gets lost between teams
 - 02 How growth changes what I build
 - 03 When to put me on the problem
-



THE FEATURE IS FINISHED. THE PROBLEM ISN'T.

You can ship good software and still lose the customer. I work on the gap between what a business promises, what its product delivers and what makes someone buy, stay or come back.

In a conventional team, the software engineer owns the feature from ticket to release. Marketing owns acquisition. Product chooses the next priority. Someone else has to work out whether any of it made the business better.

Everyone can do their part well while growth goes nowhere. The campaign attracts people who don't need the product. The signup flow asks too much before showing any value. A customer buys once, but has no reason to return. Each problem sits between teams, so each waits for someone else to move.

The founder ends up joining the pieces: rewriting the brief, explaining the customer, asking for another change. More people means more coordination;⁴¹ the product starts to reflect those gaps in communication.⁴²

My brief starts earlier: what is stopping this business from growing? I look at the customer, the offer, the product and the economics together. If the brief points at the wrong problem, I change it. If the product needs work, I can design and build it. If the result disappoints, I find the next constraint and change the work.

You get someone who understands the commercial problem and has the engineering skill to do something about it. That leaves less work for you to translate, chase and stitch together.

THE BRIEF I'M GOOD AT

"We're getting interest, but too few people become customers. Find out why, fix what matters and show us whether it worked."

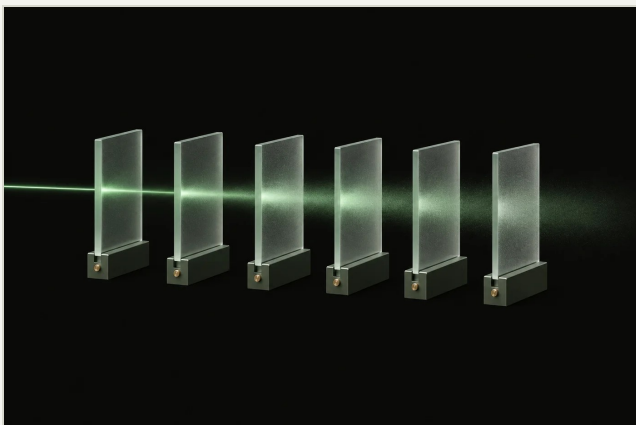


FIGURE 1.1 The customer has one experience. Inside the business, the same problem can pass through half a dozen teams.

GET TO THE CUSTOMER SOONER

A small team can spend a quarter building its first answer. I use coding agents to get a useful product into customers' hands quickly, so we can find out whether it deserves more time.

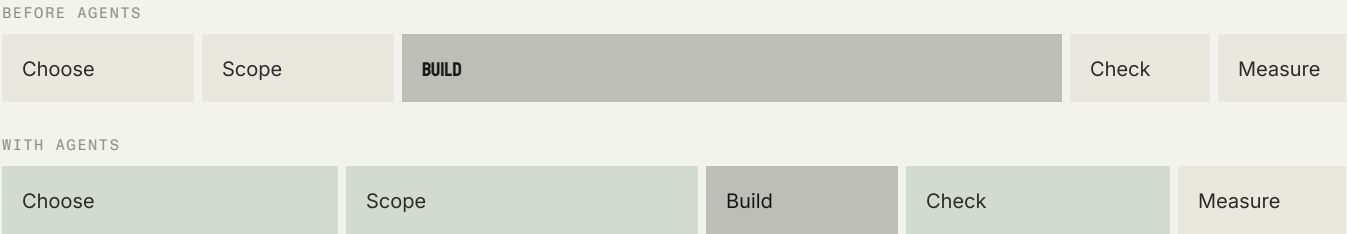


FIGURE 1.2 Illustrative allocation of effort. A shorter build gives us more room to choose well, check the work and learn from customers.

A long build delays every useful answer. Customers can't try the product, the team can't see where they get stuck, and the business keeps spending against an assumption. When that assumption changes, weeks of work may need to change with it.

When I reacquired Benson, the initial roadmap ran to 14–18 weeks. I wrote 44 product specs and directed agents through the implementation, with review throughout. That brought the rebuild down to ten days, from 24 September to the public relaunch on 4 October 2026.¹

Merchants could now see the product, try it and decide whether it solved their problem. The site, demos, documentation and launch campaign gave them a way in. A working build gave us something real to learn from.

Someone still has to make the call

Agents can implement a request. I decide which request is worth making, set the acceptance criteria and check the result. When a shortcut would damage the customer experience or make the product hard to run, I change the approach.

I check speed rather than assume it. METR's early-2025 study found experienced developers took

longer with AI; its 2026 follow-up was inconclusive.^{45 46} DORA found that AI amplifies a team's existing strengths and weaknesses.⁴⁷ Clear decisions and careful review still matter.

The role stays hands-on

"Product engineer" means taking responsibility for what gets built, using feedback and usage data, and shipping across the stack.⁴⁹ I do that work myself. Faster implementation gives me more room to work on the offer, the customer experience and what the numbers say next.

GROWTH CHANGES WHAT I CHOOSE TO BUILD

I started in marketing, so I don't need someone to explain why acquisition costs, conversion, retention and margin matter. I've had my own money riding on them.

A reason to choose you

Who needs this most? What are they using today? Why would they switch? Those answers change the product, the price and the pitch. I want them clear before we spend weeks building features that won't change the customer's decision.

A way to reach the market

A useful product still needs a route to customers. At Vouchernaut, I built the catalogue and search acquisition together because I was running the business alone. The original site reached 250K monthly sessions without an ad budget or content team.¹²

A reason to stay

Getting someone to sign up only starts the job. They need to reach something useful and have a reason to return. I work on the product flow and the messages around it together; Hogsend lets those journeys use product behaviour and measure what follows.⁵

Economics that hold up

More sales can mean more discounts, fees, support and cancellations. I look at what a customer is worth and what it costs to serve them, so a conversion improvement doesn't quietly become a margin problem.

WHAT THAT CHANGES

If people don't understand the offer, I won't start by rebuilding the backend. If they're trying to buy and can't, I won't send more paid traffic into the same broken flow.

WHAT WE SEE	WHAT I NEED TO KNOW	WHAT MIGHT FOLLOW
Interest, few buyers	Are we reaching the right people with a compelling offer?	A clearer proposition, a different audience or a simpler purchase
Signups, little use	Where do people stop before getting value?	A shorter setup, better defaults or a timely message
Sales, weak margin	What do discounts and servicing each customer really cost?	Pricing, discount controls or less manual work

FIGURE 1.3 The same symptom can have different causes. I find the constraint before choosing the work.

PUT ME WHERE THE PROBLEM CROSSES TEAMS

You know the business needs to move, but the answer doesn't fit neatly into a marketing plan or an engineering ticket. That's a good problem to give me.

I've delivered 100+ client engagements through WithSeismic,³⁰ alongside running my own businesses. I can ask the commercial questions, design the change and ship it. You get a working product, a way to judge the result and someone who can act on what we find.

If your brief is already settled and you need a deep specialist, hire one. If you need to find the right brief and carry it through, that's where I earn my place.

When I'm a fit

YOUR PROBLEM	BEST FIT	WHY
People are interested, but too few become paying customers	Doug	I can work across the offer, acquisition and product flow
Customers get stuck, leave early or cost too much to serve	Doug	I can find the cause and build the product or operational change
A small team needs a senior person to turn an unclear opportunity into a live product	Doug	I can make the decisions and do the design, engineering and launch work
You need one material revenue problem fixed in ten business days, with a 30-day evaluation	Doug	The Revenue Loop Sprint gives the work a defined scope and a way to judge it
You have a settled brief for a deep subsystem: database internals, a compiler or a payments ledger at scale	A specialist	The surrounding product decisions are owned; depth is the priority
You need to manage a large engineering organisation	An engineering manager	The main job is leading people and coordinating teams

AN EXAMPLE BRIEF

People sign up, never finish setup and leave. We need someone to find where they get stuck, fix the flow and measure whether more of them become customers.

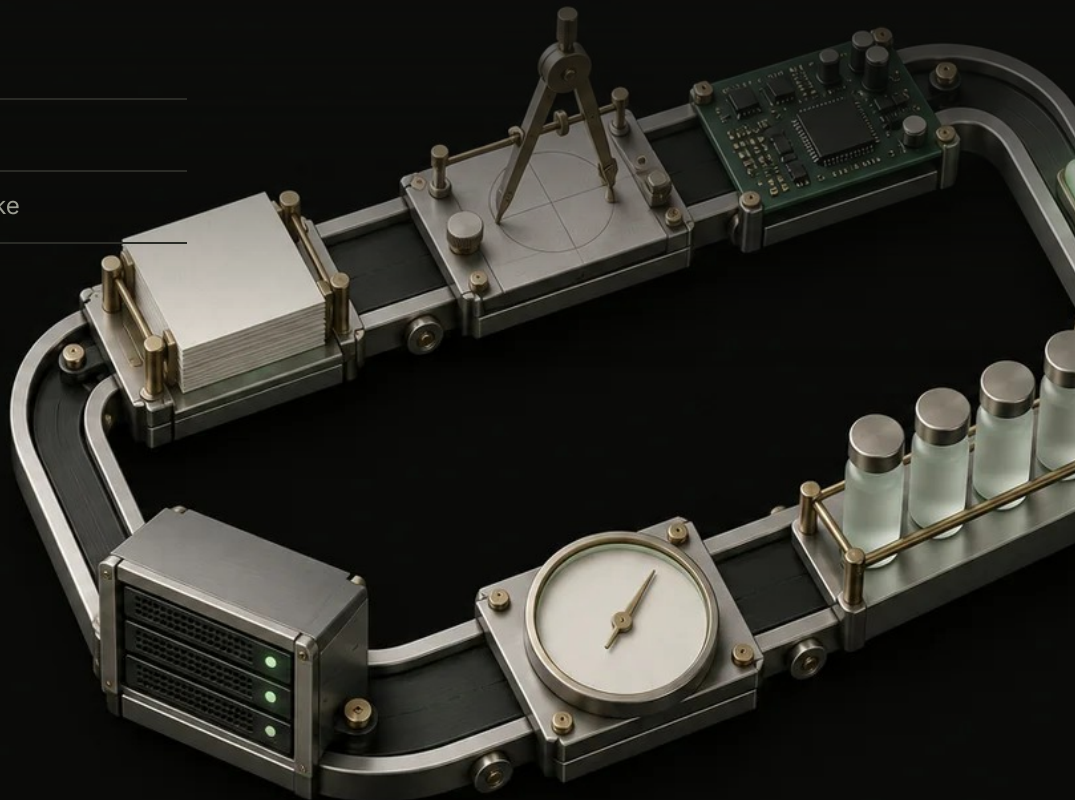
02

CHAPTER TWO

FROM PROBLEM TO RELEASE

I take a customer or revenue problem from a rough brief to a working release and check what customers do next. On Benson, agents handled much of the implementation while I owned the product decisions, specifications and review.

- 01 Find the leak. Check the result.
- 02 What the first two weeks look like
- 03 Using agents for the build



— THE LOOP

FIND THE LEAK. CHECK THE RESULT.

I start with the customer or revenue path that is breaking: activation, retention, payment, referral or measurement. We choose one change, put it in front of real customers and use the result to decide what to do next.

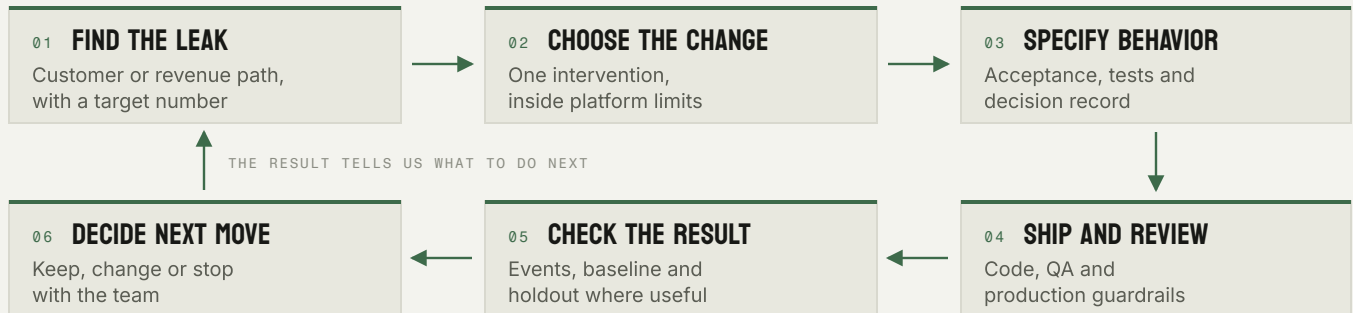


FIGURE 2.1 The commercial loop: a measured result determines whether to keep, change or stop the intervention.

A brief usually describes a solution. I start with the customer or revenue path it is meant to repair and the number that will show whether it moved.

In March 2017 I wrote about tools built at Vouchercloud: JavaScript turned reporting morn-ings into a scannable email, while keyword research and campaign creation became automated.⁵⁵

The market question sets the boundary. For activa-tion, the build covers the first useful action, its data and follow-up; a polished screen alone is no fix.

Each feature gets acceptance criteria, tests and a decision record.¹

Tests and review protect the promise. A valid change can still send the wrong message or break a platform rule, so I inspect failure cases before release and stay through QA and monitoring. Code, tests and documentation stay with the team.^{130 31}

Measurement is part of scope: I've built tracking across GTM, GA4, Meta, Firebase, BigQuery, Postgres and Redis.³⁰ Benson's holdouts compare each control with an unchanged group so the team can keep, change or stop it.¹

WHAT THE FIRST TWO WEEKS LOOK LIKE

The Revenue Loop Sprint is ten business days and £12,000 fixed: one material leak, one production intervention and a 30-day evaluation plan.³¹

DAYS 1–2

Name the leak

Trace the customer or revenue path and agree the failure worth fixing.

DAYS 3–4

Set the baseline

Define the target metric, repair the needed tracking and record today's number.

DAYS 5–8

Ship the intervention

Build the smallest change that can alter the agreed path, with tests and documentation.

DAYS 9–10

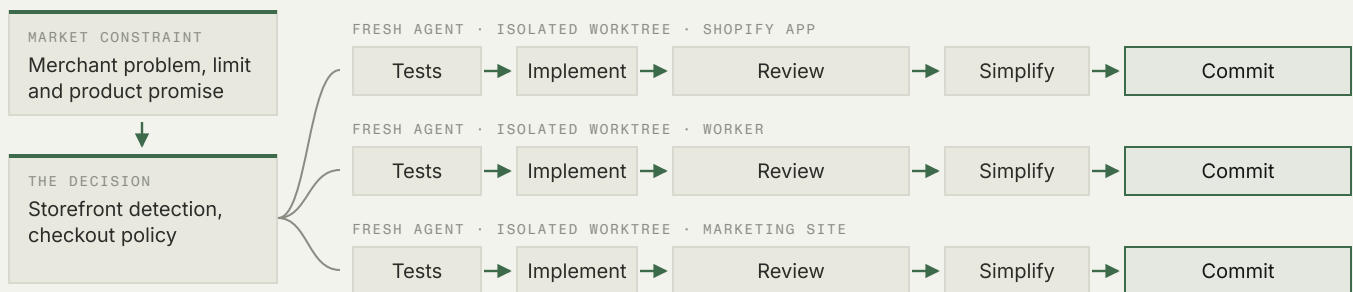
Check the result

Check the metric on a dashboard or alert and decide in 30 days whether to keep, change or stop.

— THE WORKED CASE · BENSON, 24 SEPTEMBER–4 OCTOBER 2026

USING AGENTS FOR THE BUILD

Benson had a coupon-leakage problem; AI agents were starting to shop too. Shopify's checkout sandbox removed checkout enforcement, so I split storefront detection from checkout policy and rebuilt the product in ten days with 44 PRDs at trybensson.com, against a 14–18 week roadmap.¹



HUMAN-OWNED SEAMS Shopify admin, payments, DNS: agents stop at account-level work and I take over

FIGURE 2.2 The market constraint became two product surfaces; 44 PRDs fed isolated implementation lanes, with platform and account work left to me.

The decision set the promise: protect storefront sessions, apply checkout policy and measure both. That gave the build its boundary.¹

I wrote 44 PRDs in dependency order, from tenancy and data through detection, dashboard, Shopify app, controls and billing. The backlog runner assigned each task to a fresh Opus agent in its own worktree, so implementation ran in parallel.¹

I checked the commercial fit: could a merchant understand the control, would it obey Shopify's rules, and did the copy promise only what the product delivered? I rejected diffs that missed the product.¹

The first week produced 550 commits, including 169 on 25 September, when the core product came together. By the second week there were 836 commits and 785 test files.¹ The ten-day build covered product, measurement and launch systems.

THE SKEPTIC'S QUESTION

"Doesn't AI-generated code just mean more bugs?"

AI code can add bugs where merchant trust matters. Acceptance tests came first; every change passed review. A holdout measured behavior after release.¹

Benson remained in progress, with App Store review pending on 7 October.¹

03

CHAPTER THREE

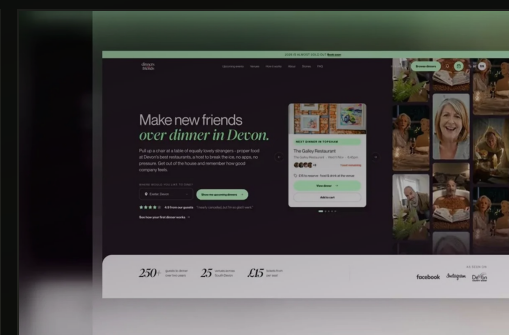
SELECTED WORK

The work starts with a commercial problem: acquire customers, protect revenue, fill tables or make a product easier to run. It spans Benson, Hogsend, Dinners With Friends, a game studio, 100+ WithSeismic engagements and the commercial roles that came before them.

- ## 01 Products, customers and technical leadership

- ## 02 Businesses, client work and a studio

- ### 03 The commercial roles behind the work



BENSON

Benson shows Shopify and WooCommerce stores which coupon extensions and AI shopping agents enter their sessions and what they cost, then lets merchants hide, cap or replace them. I built and operated the original product, sold it in 2023 and rebuilt the brand in 2026.

ROLE	DATES	CUSTOMERS	STACK
Founder and technical lead	2020–2023 · 2026–now	Shopify and WooCommerce stores	TypeScript, Next.js, Hono, Postgres, Redis

Coupon extensions sit at the end of a shopper’s journey. A shopper can find a brand through search, a review or a creator; a pop-up can claim the last click and commission. I saw that on Vouchercloud’s paid-search team and built Benson to give merchants visibility before they chose whether to hide, cap or replace it.¹

To make that leakage measurable in production, I turned the MVP into a real-time attribution and revenue analytics system across **25 million monthly sessions** and **500+ stores**, and led technical sales and onboarding for **80+ ecommerce brands**. The original Benson opened early access in August 2022.³

Shopify’s checkout boundary broke that approach. It retired checkout.liquid, the template that let apps change checkout; from August 2024, Plus checkouts moved into a sandbox apps cannot edit, so Benson’s checkout protection stopped working. I had sold the business in 2023, and under its new owner it stalled.¹

When three major affiliate networks acted against PayPal Honey in January 2026, AI shopping agents were starting to do similar work for shoppers.¹ The original problem was current again, so I bought the brand back and started the rebuild from an empty repository on 24 September 2026.

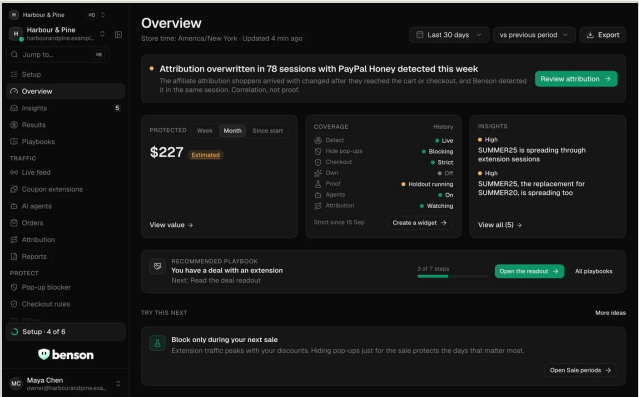


FIGURE 3.1 The relaunched dashboard in a demo store, showing controls and insights. Sample data.

ORIGINAL PLATFORM: 2020–2023

- Built the SaaS platform to detect and block browser-extension coupon leakage across **25M monthly sessions** and **500+ stores**.
- Built real-time GraphQL revenue analytics into the production system.
- Led technical sales and onboarded **80+ ecommerce brands**.
- Operated it for nearly three years, sold it in 2023 and reacquired the brand in 2026.³

TEN DAYS FROM AN EMPTY REPOSITORY

Merchants needed three answers: what entered the store, what it cost and what they could change safely. I rebuilt Benson in ten days around three jobs: See, Stop and Own.

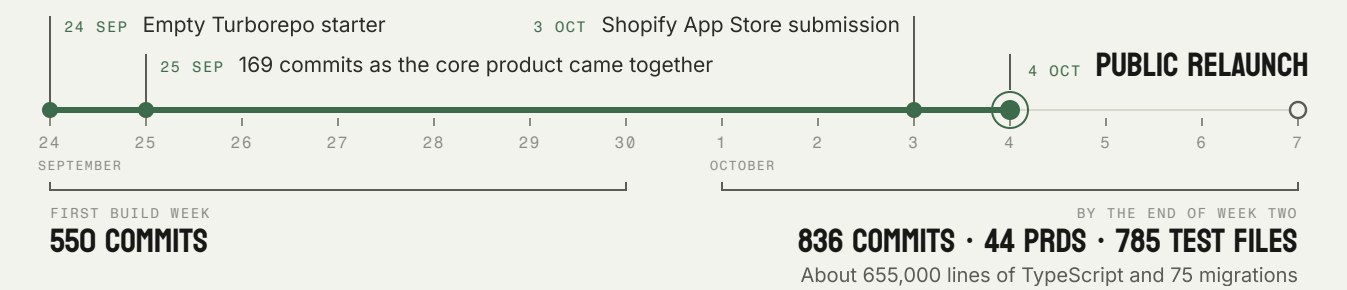


FIGURE 3.2 Build and release milestones in date order. The accent line covers the ten days from empty starter to public relaunch.¹

THREE DECISIONS BEFORE IMPLEMENTATION¹

SEE

Show merchants which extensions and agents enter their store and what they cost, so they can decide whether to act. Visibility is free.

STOP

Hide storefront pop-ups and cap code attempts. Observe mode lets merchants see the effect before enabling a control.

OWN

Give the store its own coupon assistant, in its own colours, for a fixed monthly price instead of commission.

Because a merchant needs to know whether a control changes revenue, each control has a holdout: a group that sees no change. The answer to “is this extension costing me money?” may be no; the product has to be able to show that.¹

Shopify’s checkout boundary sets the next constraint. Apps cannot change extension UI at checkout, so the new product handles two jobs: storefront pages hide pop-ups, while a Discount Function decides which codes work at checkout. That keeps the promise inside Shopify’s rules.¹ Chapter 2 (p. 10) explains how the build was run.

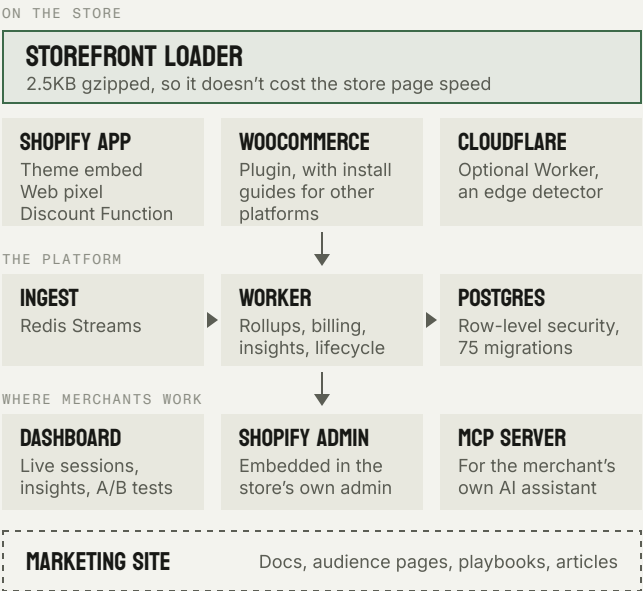


FIGURE 3.3 Simplified architecture. MCP changes need merchant confirmation.¹

GETTING BENSON TO MARKET

A merchant has to understand the leakage before installing a control. I owned Benson’s positioning, launch material, App Store submission and measurement around the build.

The launch material had to make a technical problem legible to merchants and editors. I wrote the launch briefs and reviewed the generated material. The press kit contained a release, wire version, fact sheet with approved quotes, pitch emails and an interview brief. The target list covered 192 researched outlets, wires, directories and communities; 19 tailored pitches went to ecommerce and retail press after the relaunch.¹

I built several entry points for the market: eight articles went live on trybenson.com; a researched and fact-checked Black Friday and Cyber Monday play-book became the PDF lead magnet.³² Remotion produced the launch film, ten explainers and ad cuts for Meta, Reddit and X. I submitted the Shopify App Store listing on 3 October with review videos and the fixes requested by Shopify’s checklist.¹

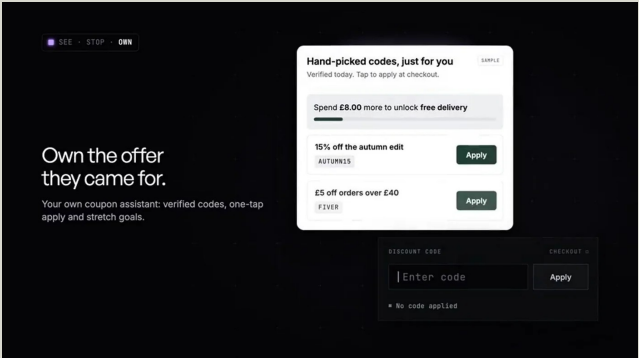


FIGURE 3.4 A frame from the launch film showing the proposed store-owned coupon assistant. Sample data.

STATUS AT TIME OF WRITING

7 OCT 2026

Shopify App Store review was pending, and Product Hunt was set for 13 October. Benson was live and still a work in progress; the backlog kept growing.¹

DISCIPLINE	WHAT I DID
STRATEGY AND POSITIONING	Defined See, Stop and Own so the product could work with extensions and agents rather than ask merchants to fight them.
PRODUCT SPECS	Wrote 44 PRDs with each feature's purpose, acceptance criteria and tests.
ARCHITECTURE	Set boundaries across ten apps and fifteen packages because storefront and checkout have different jobs.
BUILD ORCHESTRATION	Sequenced agent work, reviewed diffs, rejected misses and handled the seams that needed a person.
DESIGN	Set the visual system early and wrote the product language around merchant trust.
LAUNCH AND PRESS	Prepared the press kit, target list, content, films and Shopify App Store submission to give the product a path from problem to install.
MEASUREMENT	Added holdouts and wired PostHog plus consented server-side conversion APIs for Meta, Reddit, LinkedIn and X before traffic arrived.

FIGURE 3.5 My responsibilities across the Benson relaunch.¹

HOGSEND

Hogsend gives code-writing growth teams a way to run onboarding, customer messaging and retention in TypeScript, inside the repository and release process. I founded it and built the product, cloud service and tools alone.

ROLE	DATES	BUILT FOR	STACK
Founder and CTO	May 2026–now	Growth teams that write code	TypeScript, Node.js, Next.js, Postgres, Hatchet

Lifecycle marketing is the message that follows an action: a welcome after sign-up, a nudge when a trial stalls or an offer when an account goes quiet. Most teams build these journeys in a visual tool outside the codebase, so changes are harder to review, test and release with the product.

Hogsend makes each journey code. It lives in the repository, goes through a pull request and is tested before release.⁵ TypeScript can catch a journey that refers to a missing email template, keeping the audience, message and measurement in one change.³⁰

A two-week wait turns a workflow into a production system: during it, a server can restart, a provider can fail and the product can ship a new release. I built the engine on Hatchet, which records each step as it completes, so a long-running journey resumes from the step it reached.⁵

A lifecycle change only matters if it moves behaviour or revenue, so I built segmentation, experiments, holdouts and revenue attribution into Hogsend.⁵ Teams can compare a journey with a control group and see what changed, using the measurement methods I’ve used in growth work for years.³⁰

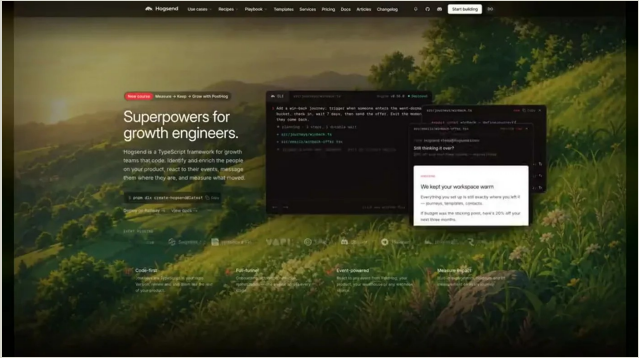


FIGURE 3.6 Hogsend’s demo: a win-back journey written as TypeScript beside the email it sends.

SCOPE AND SHIPPED WORK

- Shipped a multi-package **TypeScript SDK**, the journey engine and automated journey tests.
- Shipped **Hogsend Studio** with flow views and live stats, plus a CLI and MCP tools.
- Shipped Hogsend Cloud in separate **EU and US regions**, plus a self-hosted Docker distribution.
- Owned product strategy, design, architecture, positioning, analytics, documentation and launch.⁵
- Created a PostHog course on product-led growth and product analytics.³⁰

RACEMAKE

RaceMake helps sim racers turn live car and lap data into a next action, rather than another telemetry trace. I led its architecture, team and desktop and web delivery.

ROLE	DATES	PRODUCT	STACK
Interim engineering lead	Mar–Jul 2026	Sim-racing telemetry	Rust, Tauri, TypeScript, React, Next.js



FIGURE 3.7 A frame from the RaceMake demo: time gained and lost on track, the AI pit team’s notes and lap traces.

Raw telemetry is useful only when a racer can compare a lap and know what to change next. RaceMake had to capture fast streams from different games, give both clients the same model and turn that data into analysis.³⁰

- Led architecture and delivery for a **Rust/Tauri desktop app** and a **React web app**.
- Reworked both clients around **high-frequency telemetry pipelines** and **per-game adapters**.
- Built an **AI pit team** and interactive **3D visualisations** on the live telemetry.⁶

THE TECHNICAL CHOICES, IN PLAIN ENGLISH

Telemetry

The numbers a racing game publishes as the car drives: speed, throttle, brake and steering, many times a second.

High-frequency pipeline

Code that captures and passes on the stream without losing samples or slowing the game.

Per-game adapters

Each game has its own format. An adapter translates it into a shared model, so a new game needs an adapter rather than a new product.

Rust and Tauri

The data starts on the racer’s computer, so the app runs beside the game. Tauri pairs a Rust core with a web interface.

DINNERS WITH FRIENDS

Dinners With Friends helps people in South West England meet over hosted meals. I took it from sketch to live product, built booking, payments and operations for 500+ guests across 50 dinners, and built its search channel.

ROLE	DATES	WHERE	STACK
Technical founder	Nov 2024–now	Exeter and Devon	Next.js, Hono, Postgres, Expo, Stripe

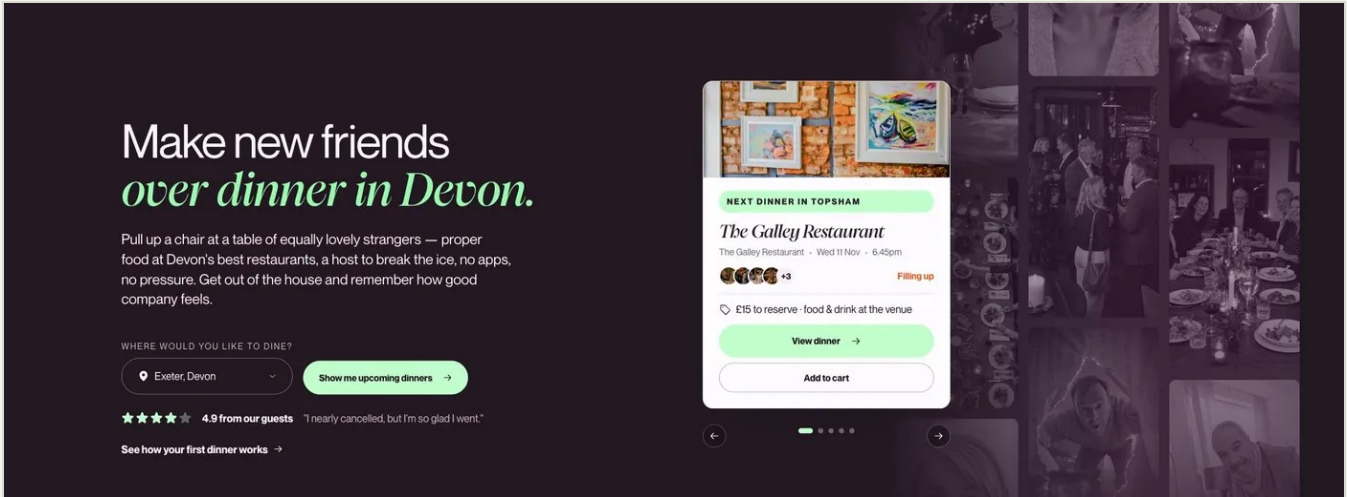


FIGURE 3.10 The live product puts discovery, social proof, availability and booking on one path.

Pamela Silkstone first ran Dinners With Friends twenty years ago as a Social for Good idea: put people who have never met around one table, give them a host and make the first conversation easier. In November 2024 I restarted it from her idea and a napkin sketch.⁷

The first build had to answer one commercial question: would people buy a ticket to sit with strangers? I used Webflow for the site and Eventbrite for checkout. It brought in the first paying customers, but the split journey slowed the changes needed to run the business.⁸

Once willingness to pay was clear, I replaced the first build with Next.js, a Hono API and PostgreSQL. Within ten days the product had a new landing page, live event data, analytics, advertising attribution and a waiting list, while the proven Eventbrite checkout stayed in place.

As tables filled six to eight weeks ahead, the operational risk moved to bookings: more dates, payments and chances to sell one seat twice. I brought checkout in-house in stages with ticket tiers, a cart, seat holds, a credit ledger, Stripe webhooks, refunds and disputes. The waiting list became a timed offer workflow that protects the seat while a guest decides.⁸

SEARCH AS A CHANNEL

To reach people before they chose a dinner, from April 2026 I built a library of local guides for people deciding where to eat, meet and spend time in Devon while measuring search separately from bookings.

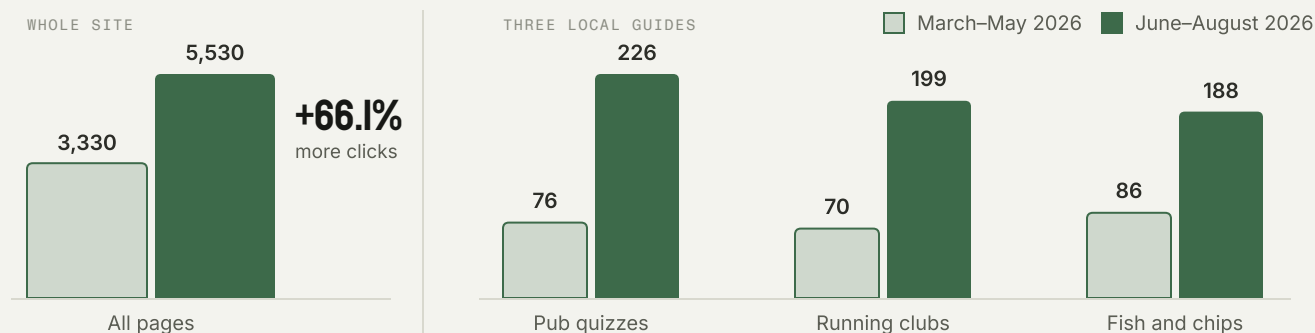


FIGURE 3.11 Google web search clicks, 1 March–31 May versus 1 June–31 August 2026: two complete 92-day periods, checked in Search Console on 6 September 2026. The panels use separate scales.⁸

Search was a way to reach people before they knew Dinners. I set up the technical base: page metadata, event and venue schema, sitemaps and IndexNow, which tells search engines a page has changed. In April 2026 I turned it into a maintained local-guide library: seven deep rewrites plus fresh research and internal links across 115 more articles.⁸

To keep that channel useful, Search Console became a work queue. I keep dated snapshots, find pages close to page one and fix the most valuable opportunity first. Closed-venue registries and claim checks keep the guides accurate.

Impressions rose 43% across the same two quarters, from 266,718 to 381,345. That comparison does not isolate seasonality or attribute a booking to search.⁸

Search and AI discovery need different evidence: a crawler fetch, a citation in an answer and a person clicking through. PostHog counted 24,376 AI crawler and assistant fetches in 90 days; those are machine events, not visits.

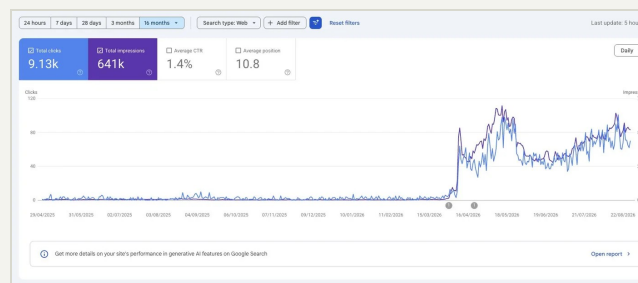


FIGURE 3.12 Search Console, 29 April 2025 to 28 August 2026: 9,131 clicks and 640,956 impressions during the guide programme.

SCOPE AND EVIDENCE

- The relaunch has hosted **500+ guests across 50 dinners**.⁷
- Built guest messaging, lifecycle email, host tools and an Expo app through Google Play's internal track.
- Moved the live service to Railway while preserving user IDs, passwords and public URLs.⁸

INDY.AI FOR CONTRA

Freelancers often see work in LinkedIn and X before it reaches a job board. Indy.ai brought those opportunities into Contra; through WithSeismic, I built the Chrome extension and browser-to-marketplace pipeline.

CLIENT	ENGAGEMENT	PRODUCT	STACK
Contra	Product engineering, through WithSeismic	Chrome extension	TypeScript, React

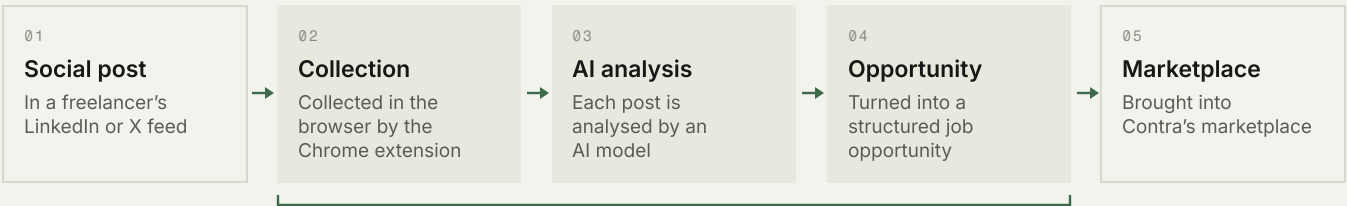


FIGURE 3.13 From social post to marketplace record. The shaded steps are the part I built through WithSeismic.⁹

Contra needed to catch that demand where freelancers already spend time. Indy.ai found relevant posts in LinkedIn and X feeds, where the browser is already open, instead of waiting for a job board search.⁹

I turned each post into a structured opportunity: the extension collected it in the browser, AI analysed it and the pipeline brought it into Contra's marketplace.

"Doug was incredible to work with. He operated quickly & efficiently, and even proposed ways to improve the feature to exceed our expectations. 10/10!"

ALLISON NULTY, HEAD OF PRODUCT, CONTRA · CONTRA REVIEW, 5.0¹⁰

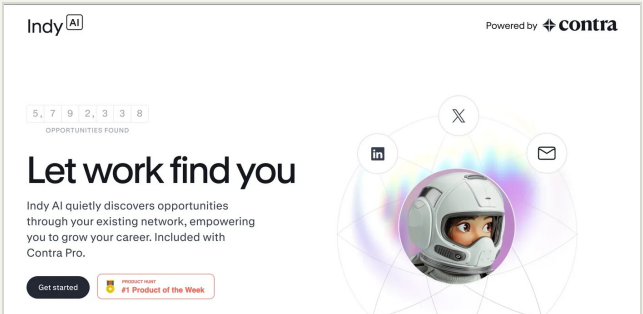


FIGURE 3.14 The Indy.ai landing page. Its opportunities counter is the live product's own figure.

PRODUCT AND REACH

- Built Contra's Chrome extension and its browser-based opportunity-discovery pipeline.
- Indy.ai reached **35,000+ users** and doubled marketplace inventory.
- The product reached **#1 Product of the Week** on Product Hunt.⁹
- My Contra profile is rated 5.0 and listed in Contra's top 1%.¹⁰

PATRIANNA

Patrianna runs a top-three social-casino platform with 1M players. I built its game studio, hired the frontend, game and QA team, and owned the product and growth work while that team took five React games live.

ROLE	DATES	PLATFORM	STACK
Lead Growth and Product Operator	Nov 2022–Jul 2023	Social casino	React, Redux, TypeScript, Datadog

A social-casino platform lives on repeat play and a trustworthy coin balance. Patrianna had 1M players and needed an in-house studio, so I joined in November 2022 to build it from zero.⁴

I hired and led one cross-functional team of frontend engineers, game developers and QA. The team shipped five high-stakes games to the live platform in React and TypeScript with Redux; Datadog monitored them in production.⁴ In a coin economy, a balance error changes the commercial product as well as the code.

Because a game only earns its place if players return and spend, my remit included monetisation, retention, experiments and telemetry: the event data that shows how people play. Each release could answer whether a change moved spending or return visits.

I owned the product architecture, delivery model and production quality, so the same role chose what to build, instrumented it and stayed accountable when it ran live.



FIGURE 3.15 A frame from the Patrianna game footage: a keno board with its payable and virtual-coin balance.⁴

5

high-stakes React games shipped by the team

1M

players on the platform they shipped to

- WHAT I OWNED
- Hired and led the cross-functional frontend, game-development and QA team.
 - Owned monetisation, retention, experiments and telemetry.
 - Owned product architecture, delivery, team structure and production quality for a **top-three social-casino platform**.⁴

— WHERE THE COMMERCIAL SIDE COMES FROM

FIVE ROLES, IN DATE ORDER

THE COMMERCIAL GROUNDING

Before product engineering, I built audiences, managed multi-million-pound search campaigns and took an AR robot to market. When manual work consumed mornings and Mondays, I started writing software to automate it.

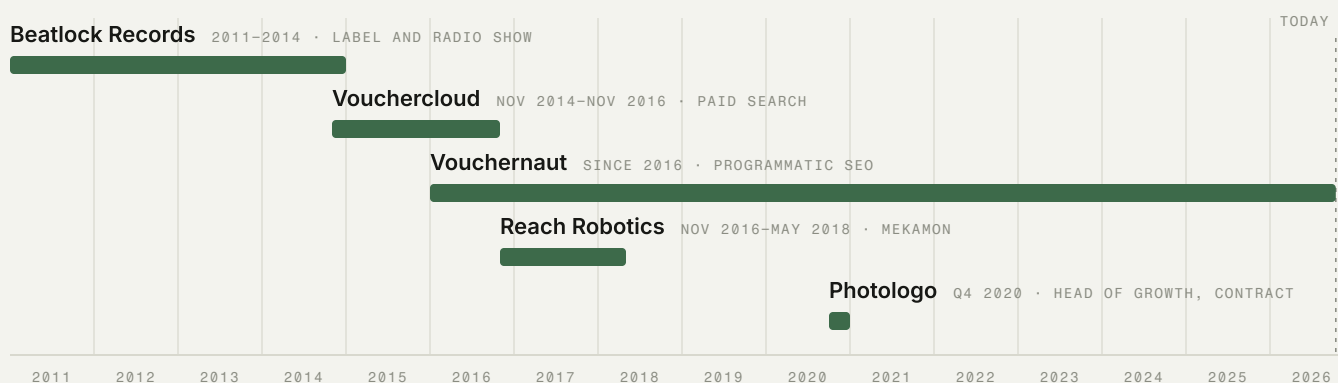


FIGURE 3.16 Five roles before and alongside the products. Vouchernaut started beside the day job in 2016 and is running again today.

ran creator partnerships, A&R, video and promotions for Beatlock Records and its radio show from 2011 to 2014. The label and radio show passed 500,000 YouTube views.¹⁵

VOUCHER CLOUD At Vouchercloud, an international voucher marketplace, I managed multi-million-pound paid search across fifteen sites. NOW TV and Topman campaigns won Performance Marketing Awards in 2016 and 2017.¹⁴ I helped unify affiliate tracking across networks so traffic and clicks could be connected to the revenue they produced.³⁰

Reporting consumed mornings and Mondays, so I built internal tools at Vouchercloud. In my 2017 blog I described replacing spreadsheet reporting with a

morning email, and automating keyword research and campaign creation.⁵⁵ That work saved 240 hours a month and cut team overhead by 40%.¹⁴ It also exposed the coupon-extension problem Benson addresses.¹ I left in November 2016; Groupon acquired Vouchercloud's parent company in May 2018.⁴⁰

VOUCHERNAUT To get search acquisition without a content team, I started Vouchernaut alongside that job in January 2016. Puppeteer collected offers for more than 100,000 brands; Next.js and Postgres turned the data into brand pages. That programmatic model reached 250,000 sessions a month with no paid spend or content team, and I ran it alone for six years at 90% margins.¹² I run it again today alongside Benson and WithSeismic.

— WHERE THE COMMERCIAL SIDE COMES FROM

CONTINUED

REACH ROBOTICS MekaMon was an augmented-reality battle robot launched globally in Apple Stores, so its launch needed acquisition, content, ecommerce, customer success and measurement to work together. I won the Digital Marketing Manager role with a presentation, wrote the 2017–18 digital strategy and owned that go-to-market, including a £100K paid-marketing budget, the Shopify store and a headless WordPress setup.¹³

To extend reach beyond paid media, I curated the YouTube influencer campaign with SuperSaf and

KhanFlicks; its videos passed 750,000 views. I hired and managed the marketing, video-production and support teams, ran the launch agencies and owned analytics, martech, tracking and Unity in-game reporting.¹³

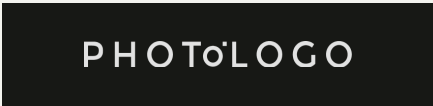
PHOTOLOGO In Q4 2020 I joined Photologo on contract as Head of Growth for its first COVID-era Black Friday and Cyber Monday period. The business recorded a record BFCM above \$1M.



NOW TV · award-winning campaign



Topman · award-winning campaign



Photologo · growth contract, Q4 2020

500K+

YouTube views for the Beatlock label and radio show¹⁵

240H

a month saved by the React tooling I built at Vouchercloud¹⁴

250K

Vouchernaut sessions a month, with no paid spend¹²

750K+

views on the MekaMon influencer campaign videos¹³

WHERE I USED IT LATER

ROLE	CAPABILITY	LATER USE
Beatlock Records	Build an audience through partners and content	MekaMon's influencer campaign and Benson's launch outreach p. 14
Vouchercloud	Paid search economics, attribution and useful automation	Benson's coupon-leakage problem p. 14
Vouchernaut	Structured data can create search pages without a content team	Dinners' guide library and Search Console queue p. 19
Reach Robotics	Go-to-market, hiring and product telemetry	Patrianna's studio and its telemetry p. 22
Photologo	Growth work has to survive a peak trading season	Benson's BFCM playbook p. 14

04

CHAPTER FOUR

RANGE

I work on the commercial path around a product: acquisition, lifecycle, attribution, product and support. The range is 100+ client engagements, SaaS products, browser extensions, analytics tools, and independent 3D and audio studies.

- 01 Client work through WithSeismic
- 02 Independent studies and experiments
- 03 Tools, R&D and open source



— WITHSEISMIC · FOUNDER AND LEAD ENGINEER · 2016–NOW

CONTRA TOP 1% · 5.0/5.0²

CLIENT WORK THROUGH WITHSEISMIC

Through WithSeismic I start with the commercial problem — growth, retention, measurement or delivery — then build what changes it. I've delivered 100+ engagements over ten years across product engineering, analytics and growth, working directly with the client from scope through support.²

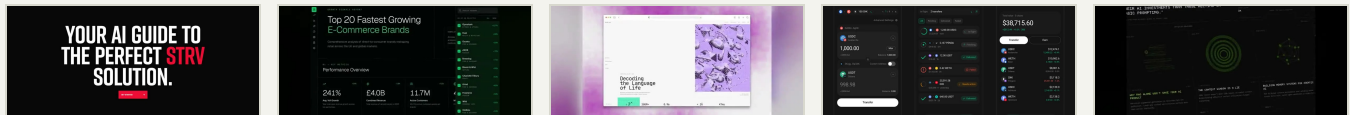


FIGURE 4.1 Selected client work, left to right: STRV, Growth Society, Helix.ai, OxKit and ctxdc.

GrowthRunner

DEVTOOLS EXTENSION

GrowthRunner needed to deliver analytics audits without repeating the same manual checks for every client. I built its Chrome DevTools extension to replay journeys, inspect the dataLayer and flag missing or wrong events. The team used it for Wagamama and Net-a-Porter.

— Cut ten analytics audits to the time one used to take.¹⁷

GrowthMatch and Snacker.ai

AI VIDEO PIPELINE

GrowthMatch had to turn a few hours of expert input into a campaign's video, ads and copy. Snacker.ai had to make a raw recording usable without an editing timeline. I built the pipelines behind both: transcription, edit decisions, rendering and distribution.

— Snacker.ai cuts a raw recording into video in under 20 seconds.^{18 19}

"Smart, fast, and trustworthy."

SHELBY STEVENS, FOUNDER, SNACKER.AI, TECHSTARS ALUMNI · CLUTCH, 5.0¹¹

Weedmaps

PROGRAMMATIC CONTENT

For Weedmaps, the job was catalogue-scale SEO: I built production programmatic-content pipelines and AI workflows to generate and maintain pages.²

Promptheus

OWN PRODUCT · EXTENSION

Promptheus let people speak to ChatGPT in the browser. I built it and grew it to 30,000+ users in a year.

— Set as a standalone assessment on MIT's Generative AI and LLM course.¹⁶

Content intelligence

PROOF OF CONCEPT

For a learning platform, I built a one-week Trigger.dev proof of concept that finds channels, pulls transcripts and analyses them with schema-based prompts.

The Motley Fool

PAID-ADS AUTOMATION

The Motley Fool's marketing and technology teams needed paid-ads automation. I built the system they used.²

"Doug is a pro. I'd hire him again for any future marketing & technology initiatives."

BRIAN TIGHE, HEAD OF TECHNOLOGY, THE MOTLEY FOOL · CLUTCH, 5.0¹¹

STRV

CONVERSATIONAL AI

STRV needed prospective clients to explain a project clearly before a sales call. I built a chat-based intake and qualification flow instead of a form.²¹

Growth Society

DATA PRODUCT

Growth Society had a static ecommerce report, so I turned it into an interactive MVP with performance data, brand profiles and analyst commentary.

— Delivered in four weeks: a comparison of the UK's 200 largest brands.²⁰

Helix.ai

DESIGN-LED SITE

I designed and built Helix.ai's public site to make its LLM research legible. The lab owned the research platform.²³

OxKit

INTERFACE DESIGN

I built OxKit's transfer interface in light and dark modes, including in-flight, stuck, refunded and settings states.²

ctxdc

COURSE SITE

I designed and built ctxdc's eight-week course site around a live Conway's Game of Life simulation.

— Received an Awwwards Honorable Mention.²²

INDEPENDENT STUDIES AND EXPERIMENTS

I build independent interfaces around a user action: explore a map, make music, compare a price or buy a ticket. The set includes a Marathon map explorer, interactive 3D and audio studies, and four working site concepts.



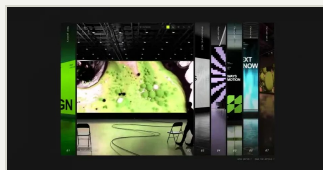
FIGURE 4.2 Tau Ceti IV on Dire Marsh. An independent fan project for Bungie's Marathon, not affiliated with Bungie.

LEAD STUDY · INDEPENDENT FAN PROJECT

Tau Ceti IV

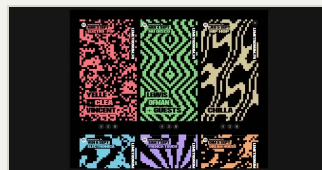
BUILT	Three days, with Claude Code
STACK	three.js, React Three Fiber
SOUND	Six tracks, made in Suno
LIVE	marathon.withseismic.com

The project's job was to make all three maps legible and responsive in the browser. I built the line geometry, height-graded shader, adaptive rendering and unit-tested contacts simulation in three days.²⁶



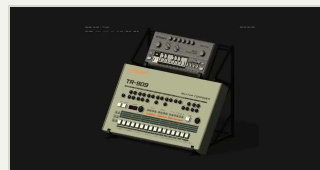
Living mockups

Editable Three.js scenes where one source updates every screen and LED wall.



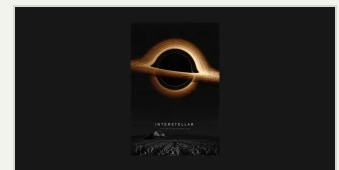
Digital patterns

A seeded poster system for a week of club nights, editable in place and exportable for print.



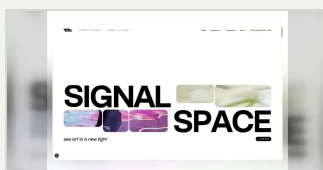
TB-303 + TR-909

A browser 303/909 rack with sequencer controls and live audio.



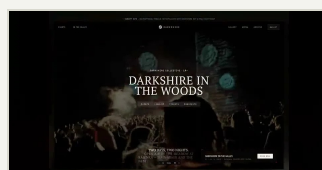
Gargantua

A folded-paper black-hole study with a gravitational-lens shader.



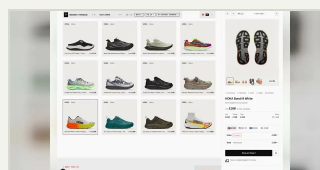
Signal Space CONCEPT

A Prague digital-art gallery concept with motion scrubbed to scroll.



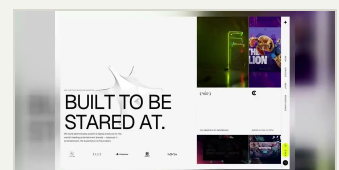
Darkshire CONCEPT

A working event-site concept with line-ups, ticket funnel and Craft.js editing.



Sneaker Paradise CONCEPT

A price-comparison storefront for one trainer across stockists and currencies.



Wondermakers CONCEPT

A working site concept for a digital studio serving entertainment brands.

FIGURE 4.3 Top: independent studies from withseismic.com/threejs. Bottom: working concepts; none is a client launch.²⁷

Frontend craft

Tau Ceti IV's job was to keep all three maps responsive on slower hardware, so I built adaptive quality into the explorer.

The studies put real input behind the surface: hand-written shaders, scroll-scrubbed motion and real-time audio in the browser.

TOOLS, R&D AND OPEN SOURCE

I build tools when a bottleneck blocks the next decision: runtime data, development, testing, acquisition and R&D. The set includes runtime schema extraction, a CS2 reinforcement-learning lab, developer utilities, a DevTools extension and an acquisition experiment.

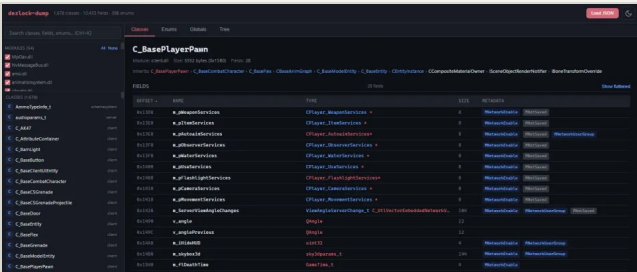


FIGURE 4.4 Runtime schema output from a live Source 2 game.

dezlock-dump

Source 2 tools break when a patch moves their offsets. dezlock-dump extracts runtime schemas from Valve's games, including Deadlock, CS2 and Dota, and resolves offsets at runtime so the SDK stays current.²⁴



FIGURE 4.5 CS2 lab: internal R&D, not a published tool.

CS2 reinforcement-learning lab

To run reinforcement-learning experiments at scale, I built an environment for Counter-Strike 2 where bots train against each other across thousands of compacted game hours. It is an internal lab, not production machine learning.²⁵

Public repositories

GITHUB.COM/DOUGWITHSEISMIC	WHAT IT IS	STARS
react-tailwind-chrome-extension-template	Chrome-extension starter built with React, Tailwind and Vite	73 ³³
npm-definitely-not-a-robot	Puppeteer helpers for mouse paths and typing	32 ³⁴
cursor-tools	Utilities for the Cursor code editor	28 ³⁵
site-to-swagger	Turns DevTools HAR files into Swagger (OpenAPI) specs	17 ³⁶
withseismic-mcp	TypeScript starter for MCP servers called by AI assistants	14 ³⁷

STAR COUNTS CHECKED 11 OCTOBER 2026

Network Inspector

Network Inspector is a free Chrome DevTools extension for searching payloads, saving requests and replaying them. I built and published it.³⁸

Toolzilla

Toolzilla collects design templates from 50+ marketplaces and uses an LLM to repair scrapers when pages change.

The SEO Heist 2.0

"Using Programmatic and AI To Destroy An Industry" is a talk-style video on my YouTube channel, @dougssilkstone.³⁹

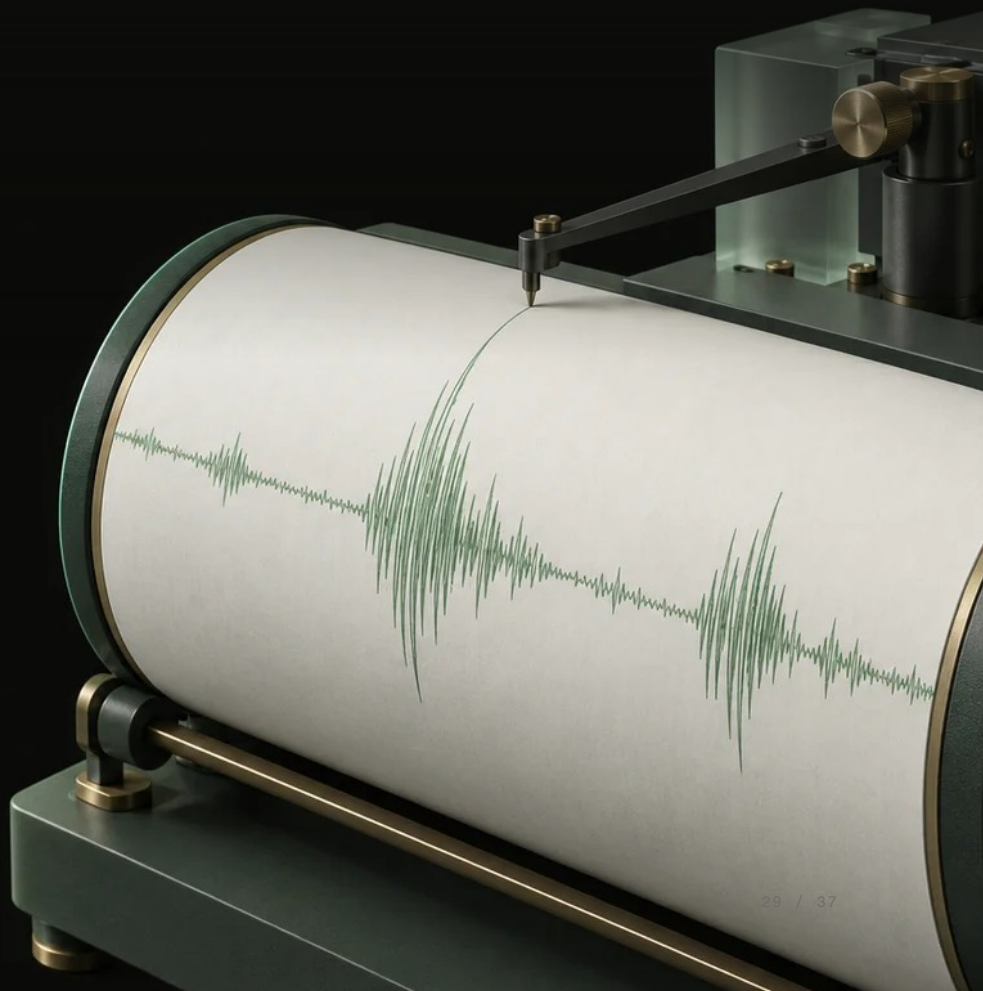
05

CHAPTER FIVE

THE RECORD

Fifteen years from record-label growth to a Benson relaunch. Today I work where product decisions, software and commercial outcomes meet.

- 01 Career, in date order
- 02 Skills by depth
- 03 Recognition and public work



— THE RECORD

CAREER, IN DATE ORDER

My work spans products I founded, roles in other businesses and WithSeismic client work.

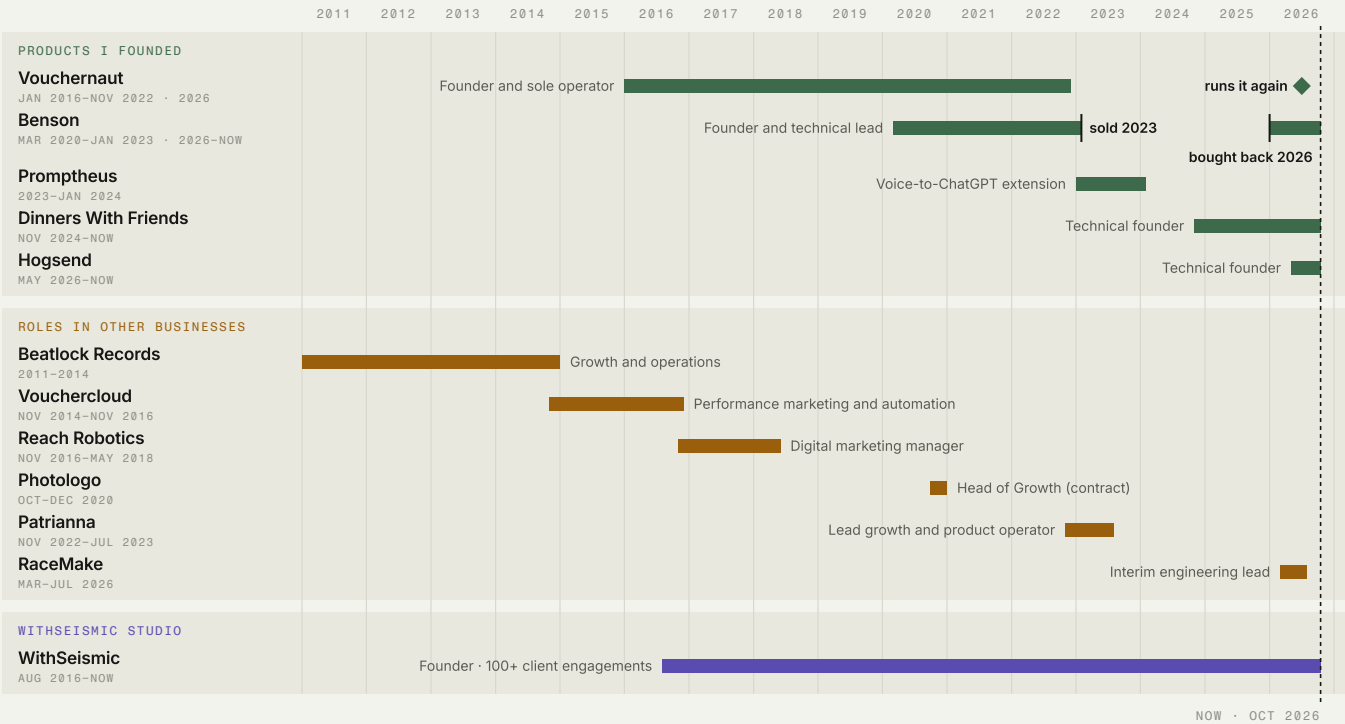


FIGURE 5.1 The timeline covers every role from 2011 to October 2026. Year-only dates fill that year; overlapping roles and studio engagements are intentional. Vouchernaut ended in November 2022 and is running again now.

2011–2014

Start with audiences

At Beatlock Records I ran partnerships, A&R, video and promotions, helping the label and its radio show pass 500,000 YouTube views.¹⁵

2014–2016

Paid search, then automation

At Vouchercloud I managed multi-million-pound paid search across 15 international sites, then built React tools that saved 240 hours a month. The work won Performance Marketing Awards in 2016 and 2017.¹⁴

2016–2020

Build products and audiences

I started WithSeismic in 2016 and built Vouchernaut, an automated voucher platform for 100,000+ brands.¹² At Reach Robotics I led digital marketing for MekaMon, an AR robot launched through Apple Stores.¹³

2020–2023

Run and sell a product

I built, operated and sold Benson, whose original platform ran across 25 million monthly sessions and 500+ stores.³ I was also Head of Growth at Photologo on contract during its Q4 2020 peak.

2022–2023

Lead teams and delivery

At Patrianna I built an in-house game studio, hired and led frontend, game-development and QA, and shipped five React games to a million players.⁴

2024–NOW

Products, clients and systems

Today I run Dinners With Friends, Hogsend and Vouchernaut, lead WithSeismic, and take on bounded work such as Benson’s ten-day rebuild.¹ Recent work includes RaceMake.⁶

SKILLS BY DEPTH

Each skill has a depth marker and a concrete project or engagement behind it.

■■■ **Daily in production.** I use it most weeks on live systems.

■■□ **Shipped in production.** Used in live work, but not every week.

■□□ **Working knowledge.** I can build with it; I would not lead on it.

DISCIPLINE	SKILL	DEPTH	WORK
PRODUCT ENGINEERING	TypeScript, React, Next.js, Node.js, PostgreSQL	■■■ Daily in production	Benson's apps and packages p. 14; Hogsend's SDK and journey engine p. 17
	Browser extensions, Hono, Redis Streams, Shopify/WooCommerce, Stripe Connect, Expo	■■□ Shipped in production	Indy.ai for Contra p. 21; bookings and mobile apps at Dinners With Friends p. 19
FRONTEND AND DESIGN	Interface design, design systems and frontend motion	■■■ Daily in production	Hogsend's product and Studio p. 17; Dinners With Friends web and apps p. 19
DATA AND MEASUREMENT	Measurement design, event specs, data layers and attribution	■■■ Daily in production	Benson holdouts and revenue analytics p. 14; GrowthRunner tracking QA p. 25
GROWTH AND ACQUISITION	Lifecycle, onboarding and retention systems	■■■ Daily in production	Hogsend p. 17; guest messaging at Dinners With Friends p. 19; retention at Patrianna p. 22
	SEO, programmatic content, paid search and campaign peaks	■■□ Shipped in production	Vouchernaut and Vouchercloud p. 23; search growth at Dinners With Friends p. 19
LEADERSHIP AND DELIVERY	Scoping, specs, architecture, QA and release	■■■ Daily in production	44 PRDs for the Benson rebuild p. 10; 100+ engagements across technical, analytics and growth work p. 25
	Hiring and leading teams	■■□ Shipped, in three roles	Patrianna p. 22; RaceMake p. 18; Reach Robotics p. 23
AI AND AGENTS	Agent orchestration, specs, tests and review	■■■ Daily in production	The Benson rebuild: 836 commits and 785 test files in under two weeks p. 14
	LLM pipelines and MCP servers	■■□ Shipped in production	Indy.ai p. 21; RaceMake's AI pit team p. 18; Hogsend's MCP tools p. 17
	Reinforcement learning	■□□ Working knowledge	The CS2 lab, which is internal R&D p. 25
SYSTEMS AND GRAPHICS	Rust/Tauri and high-frequency telemetry	■■□ Shipped in production	RaceMake's desktop app and 3D laps p. 18
	C++ and reverse engineering; Three.js and GLSL	■■□ Shipped across projects	dezlock-dump, a Source 2 schema SDK; Tau Ceti IV and studies p. 25

FIGURE 5.2 Skill levels, with a project or engagement behind each row.

WHERE I'M NOT THE RIGHT PERSON

I build products that use language models; I am not a machine-learning researcher. The CS2 reinforcement-learning lab is internal R&D, not production ML. Deep specialist research needs a specialist; I'll say so at the start.

RECOGNITION AND PUBLIC WORK

Public reviews, awards, open-source contributions and writing sit alongside the products and client work.

REFERENCES

“Doug was incredible to work with. He operated quickly & efficiently, and even proposed ways to improve the feature to exceed our expectations. 10/10!”

ALLISON NULTY, HEAD OF PRODUCT, CONTRA · CONTRA REVIEW, 5.0¹⁰

“Doug is a pro. I’d hire him again for any future marketing & technology initiatives.”

BRIAN TIGHE, HEAD OF TECHNOLOGY, THE MOTLEY FOOL · CLUTCH, 5.0¹¹

“Smart, fast, and trustworthy.”

SHELBY STEVENS, FOUNDER, SNACKER.AI, TECHSTARS ALUMNI · CLUTCH, 5.0¹¹

OPEN SOURCE: OTHER PEOPLE’S PROJECTS

- Contributed to **TanStack Query, Router and Start**, a project group with 112K+ GitHub stars.²⁸
- Contributed to **Mastra AI**, a TypeScript agent framework with 19K+ GitHub stars.²⁸

My tools and repositories, including dezlock-dump, appear in chapter 4 (p. 25).

RECOGNITION

- **MIT**. Promptheus was used as a standalone assessment on the Generative AI and LLM course.¹⁶
- **Contra**. Top 1% of freelancers on the marketplace, rated 5.0/5.0.²⁹
- **Product Hunt**. Indy.ai, built for Contra, reached #1 Product of the Week.⁹
- **Performance Marketing Awards**. NOW TV and Topman campaigns at Vouchercloud won in 2016 and 2017.¹⁴
- **Awwwards**. Honorable Mention for ctxdc, an eight-week context-engineering course site built around Conway’s Game of Life.²²

The three reviews are public in full on Contra and Clutch.

WRITING

- **The gates are open: a Marathon fan project in three days**²⁶ 9 OCT 2026
- **Benson is back: ten days from an empty repository to a relaunch**¹ 7 OCT 2026
- **Discount Extensions 101: The BFCM Playbook**, for Benson³² OCT 2026
- **From a napkin sketch to a year of full tables**⁸ 30 AUG 2026
- **You’re Wasting Time**⁵⁵ 27 MAR 2017

— WORKING TOGETHER

ONE PERSON RESPONSIBLE FOR THE WORK

You bring the commercial problem and the number behind it. I stay responsible from scope through release, measurement and support, so design and engineering answer to the result. You work directly with me throughout.

	PROBLEM	SPEC	DESIGN	BUILD	QA	TRACKING	LAUNCH	SUPPORT
TEAM ROLES	Product lead	Product manager	Designer	Engineers	QA	Analyst	Marketing	Support
WORKING WITH ME	Doug, responsible across the stages · coding agents assist with implementation; I review the work							
THE SCOPE OF THE ROLE	I cover these stages on a scoped project and work with your existing specialists where needed.							

Direct access to the person building it

The commercial problem and its trade-offs stay with the person building the answer. I'm the founder and sole operator of WithSeismic.² You discuss scope with me, and I do the work. Coding agents help with implementation; tests and review decide what is accepted.

Design decisions carried into the build

The customer journey has to survive the handoff from design to code. I design interfaces and build them, so I can change the experience when the code or the users expose a problem. Benson's design system was in the repository before the product code.¹ The ctxdc course site, which I designed and built, received an Awwwards Honorable Mention.²²

Responsibility after release

We agree the measure before the build, judge the result after release, then use success or failure in the data to choose the next change.²

HOW TO WORK WITH ME

FROM YOU	A decision-maker, access to the product, data and code, and a customer or revenue outcome to move.
FROM ME	A scoped change in your repository and release process, with tests, documentation and an agreed way to assess it.
BEST FIT	A product problem with a customer or revenue outcome to move, where design, engineering and measurement need to stay together.
ROLE SCOPE	Hands-on product work, with team leadership when the scope calls for it.

— WORKING TOGETHER

THREE WAYS TO WORK TOGETHER

Choose the scope by the commercial result you need owned: an ongoing product, a defined engineering change or one focused acquisition, activation or retention problem.

01 · PERMANENT

Lead Product Engineer

SELECTED PERMANENT ROLES

For a product team with customers and a market to learn from, I own what to build, work across the stack and stay close to customers and results. The useful scope is an ongoing product or product area with clear responsibility.

I've led teams at Patrianna and RaceMake and run my own software businesses.

02 · CONTRACT

Embedded with your team

ENGINEERING CONTRACTS

For a team with a live product, I take one customer or revenue problem through the repository and release process. We agree the boundary, constraints and acceptance criteria, then I handle the build through release.

WithSeismic's 100+ engagements span engineering, growth and analytics, for clients including Framer, Contra and The Motley Fool.²

03 · FIXED PRICE

The Revenue Loop Sprint

TEN BUSINESS DAYS · £12,000 FIXED

For B2B software with users and revenue, the sprint targets one acquisition, activation or retention problem. We ship a scoped change with tests and set up a 30-day evaluation against a baseline.³¹

Scope requirements: access to the product, data and code, and a problem small enough for the sprint. MVPs and multi-quarter migrations need a different scope. Details at withseismic.com/revenue-loop-sprint.

WHERE AND HOW

BASED

I'm British and based in Prague. I work onsite in London or remotely, with UK, European and US teams.

OPEN TO

Engineering contracts and selected permanent roles.

TO START

Email me with the customer or revenue problem, the team and what you need someone to own. Project details are on withseismic.com.

EMAIL DOUG@WITHSEISMIC.COM

USEFUL QUESTIONS FOR AN INTERVIEW

These get into the customer, revenue and delivery decisions behind the work.

- 01 Walk me through a decision on Benson you'd make differently.
- 02 Show me something you designed and built. What would you change now?
- 03 Pick one of the 44 Benson specs. Where did the agents get it wrong, and how did you catch it?
- 04 What did you measure at Dinners With Friends, and what couldn't the data prove?
- 05 How did you scope and review the work with your team at Patrianna?
- 06 Where would you need a specialist?

SOURCES AND EVIDENCE

Project write-ups, live products, repositories and client reviews are linked below. Career figures come from the project accounts cited alongside them.

The list also includes further reading on product engineering and team ownership, and my 2017 writing on marketing automation. Product figures refer to the periods named in the text.

EVIDENCE · 1–32

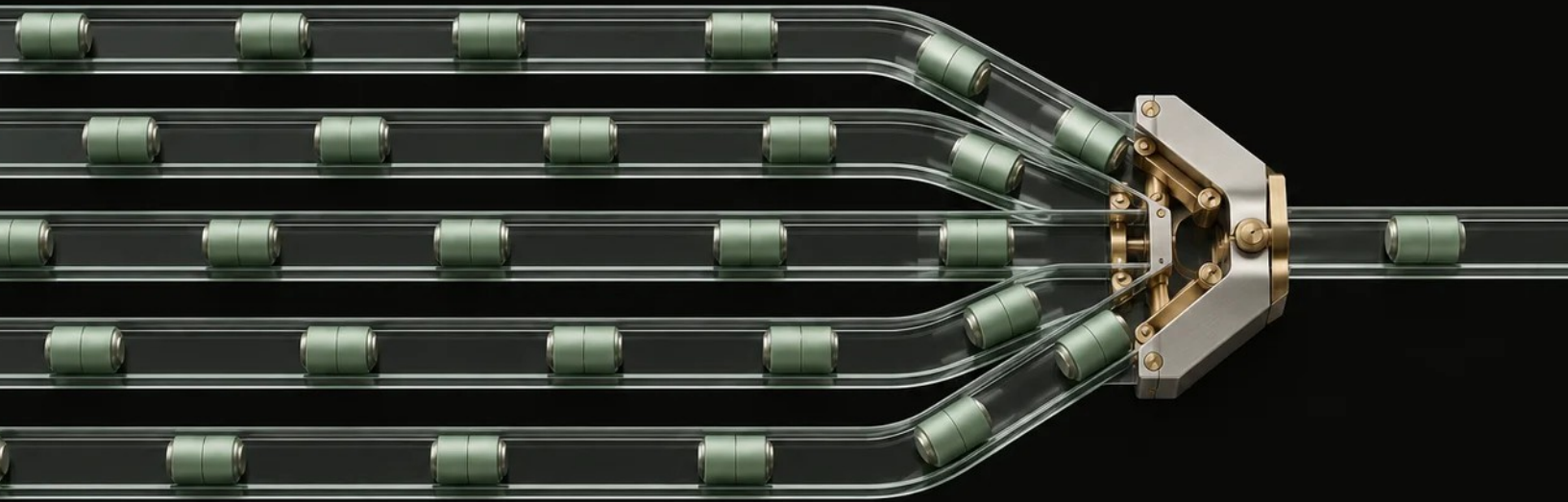
WITHSEISMIC.COM UNLESS STATED

- 1 Doug Silkstone, "Benson is back: ten days from an empty repository to a relaunch". withseismic.com, 7 Oct 2026. withseismic.com/articles/rebuilding-benson-with-ai-agents
- 2 WithSeismic, studio entry. withseismic.com/post/withseismic
- 3 Benson, role entry. withseismic.com/post/getbenson
- 4 Patrianna, role entry. withseismic.com/post/patrianna
- 5 Hogsend, role entry. Live product at hogsend.com. withseismic.com/post/hogsend
- 6 RaceMake, role entry. withseismic.com/post/racemake
- 7 Dinners With Friends, role entry. withseismic.com/post/dinners-with-friends
- 8 Doug Silkstone, Dinners With Friends case study. withseismic.com/articles/dinners-with-friends-case-study
- 9 Indy.ai for Contra, entry. withseismic.com/post/indy-ai
- 10 Contra profile and reviews, including Allison Nulty, Head of Product, Contra. contra.com/doug_silkstone
- 11 Clutch profile and reviews, including Brian Tighe (The Motley Fool) and Shelby Stevens (Snacker.ai). clutch.co/profile/doug-silkstone-full-stack-engineering
- 12 Vouchernaut, role entry. withseismic.com/post/vouchernaut
- 13 Reach Robotics, role entry. withseismic.com/post/reach-robotics
- 14 Vouchercloud, role entry. withseismic.com/post/vouchercloud
- 15 Beatlock Records, entry. withseismic.com/post/beatlock
- 16 Promptheus, entry. withseismic.com/post/promptheus
- 17 GrowthRunner, entry. withseismic.com/post/growthrunner
- 18 Snacker.ai, entry. withseismic.com/post/snacker-ai
- 19 GrowthMatch, entry. withseismic.com/post/growthmatch
- 20 Growth Society, entry. withseismic.com/post/growth-society
- 21 STRV, entry. withseismic.com/post/strv
- 22 ctxdc, entry. withseismic.com/post/ctxdc
- 23 Helix.ai, entry. withseismic.com/post/helix-ai
- 24 dezlock-dump, entry. withseismic.com/post/dezlock-dump
- 25 CS2 reinforcement-learning lab, entry. withseismic.com/post/cs2-rl
- 26 Doug Silkstone, "Tau Ceti IV", build article. Live at marathon.withseismic.com. withseismic.com/articles/tau-ceti-iv-fan-build
- 27 Studies and experiments, gallery entry. withseismic.com/post/interactive-studies
- 28 Open source, entry. withseismic.com/post/open-source
- 29 Selected recognition, entry. withseismic.com/post/recognition
- 30 Building products and businesses, about entry. withseismic.com/post/about
- 31 Revenue Loop Sprint, offer page. withseismic.com/revenue-loop-sprint
- 32 Benson, "Discount Extensions 101: The BFCM Playbook". Oct 2026. trybenson.com/resources/bfcm-playbook

- 33 GitHub, [dougwithseismic/react-tailwind-chrome-extension-template: a React and Tailwind Chrome extension starter](#). 73 stars, checked 11 Oct 2026. [github.com/dougwithseismic/react-tailwind-chrome-extension-template](#)
- 34 GitHub, [dougwithseismic/npm-definitely-not-a-robot: a Puppeteer browser with human-like mouse paths and typing](#). 32 stars, checked 11 Oct 2026. [github.com/dougwithseismic/npm-definitely-not-a-robot](#)
- 35 GitHub, [dougwithseismic/cursor-tools](#). 28 stars, checked 11 Oct 2026. [github.com/dougwithseismic/cursor-tools](#)
- 36 GitHub, [dougwithseismic/site-to-swagger: reverse a front end's API into a Swagger schema](#). 17 stars, checked 11 Oct 2026. [github.com/dougwithseismic/site-to-swagger](#)
- 37 GitHub, [dougwithseismic/withseismic-mcp: a TypeScript MCP server boilerplate](#). 14 stars, checked 11 Oct 2026. [github.com/dougwithseismic/withseismic-mcp](#)
- 38 Chrome Web Store, “Doug Silkstone’s Network Inspector”. [chromewebstore.google.com/detail/doug-silkstones-network-i/ejeadlmoclgjcadhbdiacbdnbcdbkbbkil](#)
- 39 Doug Silkstone, “The SEO Heist 2.0: Using Programmatic and AI To Destroy An Industry”. YouTube. [youtube.com/watch?v=Kk7RQS3By4o](#)
- 40 TechCrunch, “Groupon acquires UK’s Cloud Savings Co, parent of Vouchercloud, for \$65M”. 1 May 2018. [techcrunch.com/2018/05/01/groupon-acquires-uks-cloud-savings-co-parent-of-vouchercloud-for-65m](#)

- 41 Frederick P. Brooks Jr., *The Mythical Man-Month: Essays on Software Engineering*. Addison-Wesley, 1975, chapter 2. [archive.org/details/MythicalManMonth](#)
- 42 Melvin E. Conway, “How Do Committees Invent?”. *Datamation* 14(4), April 1968, pp. 28–31. Named “Conway’s law” by Brooks (1975, chapter 10). [melconway.com/Home/Committees_Paper.html](#)
- 43 Daniel Slater, AWS, “Powering Innovation and Speed with Amazon’s Two-Pizza Teams”. AWS Executive Insights, undated. [aws.amazon.com/executive-insights/content/amazon-two-pizza-team](#)
- 44 Mary and Tom Poppendieck, *Implementing Lean Software Development: From Concept to Cash*. Addison-Wesley, 2006, chapter 4, “The Seven Wastes”. [pearson.com/store/p/implementing-lean-software-development-from-concept-to-cash/P200000009108/9780321437389](#)
- 45 Joel Becker, Nate Rush, Elizabeth Barnes and David Rein, “Measuring the Impact of Early-2025 AI on Experienced Open-Source Developer Productivity”. METR, 10 July 2025. [metr.org/blog/2025-07-10-early-2025-ai-experienced-os-dev-study](#)
- 46 Joel Becker and others, “We are Changing our Developer Productivity Experiment Design”. METR, 24 February 2026. [metr.org/blog/2026-02-24-uplift-update](#)
- 47 DORA (Google Cloud), *2025 State of AI-assisted Software Development*. 23 September 2025. [dora.dev/research/2025/dora-report](#)
- 48 Stack Overflow, *2025 Developer Survey*, AI section. July 2025. [survey.stackoverflow.co/2025/ai](#)
- 49 Ian Vanagas, “What is a product engineer (and why they’re awesome)”. PostHog, 1 December 2022. PostHog’s own definition. [posthog.com/blog/what-is-a-product-engineer](#)
- 50 Robin M. Hogarth, Tomás Lejarra and Emre Soyer, “The Two Settings of Kind and Wicked Learning Environments”. *Current Directions in Psychological Science* 24(5), 2015. Discussed in David Epstein, *Range*, Riverhead/Macmillan, 2019. [doi.org/10.1177/0963721415591878](#)
- 51 Gary Martin, “Jack of all trades”. The Phrase Finder. [phrases.org.uk/meanings/jack-of-all-trades.html](#)
- 52 Denis L. Johnston, “Scientists Become Managers: The ‘T’-Shaped Man”. *IEEE Engineering Management Review* 6(3), 1978. Popularised by Tim Brown of IDEO. [doi.org/10.1109/EMR.1978.4306682](#)
- 53 Philip E. Tetlock, *Expert Political Judgment: How Good Is It? How Can We Know?*. Princeton University Press, 2005. [press.princeton.edu/books/paperback/9780691175973/expert-political-judgment](#)
- 54 Alva Taylor and Henrich R. Greve, “Superman or the Fantastic Four? Knowledge Combination and Experience in Innovative Teams”. *Academy of Management Journal* 49(4), 2006. [doi.org/10.5465/amj.2006.22083029](#)

- 55 Doug Silkstone, “You’re Wasting Time – An argument for Automation in Every Day Digital Marketing or ‘Why Are You Bad At Your Job?’”. PPC JavaScript, 27 March 2017. [ppcs.wordpress.com/2017/03/27/destroy-the-40-hour-work-week-an-argument](#)



DOUG SILKSTONE

I build products, find customers and make the numbers work. If your team needs one person to own that path, let's talk. I'm based in Prague and open to engineering contracts and selected permanent roles, remotely or onsite in London.

doug@withseismic.com withseismic.com