

Akli Aissat

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Professional Summary

I'm an engineer who takes ownership of ambiguous problems end-to-end - from discovery through to production - and cares about the outcomes that get delivered. I'm pragmatic, collaborative, and driven in the pursuit of my goals.

Experience

Which?, London — *Product Engineer*

March 2020 - Present

Working within the Membership area, spending the last two years in the Acquisition squad focused on protecting and growing recurring revenue. I routinely take ownership of complex, high-impact projects from discovery through to production delivery, including:

Apple Pay - Delivered a 5-13% immediate conversion uplift in live A/B testing by driving the integration end-to-end - from initial feasibility study and PoC, to production launch.

Entitlements simplification - Replaced a tangle of workflows in our billing platform (Zuora) with a lean webhook-and-Lambda setup in the paywall service, cutting complexity without any disruption to subscriptions sync. Related support tickets dropped from the low hundreds to the low tens.

Experimentation & growth - Helped ship and iterate on product experiments that contributed to a >20% increase in conversion, and helped to build "Free Accounts" proposition to improve re-engagement of lapsed members.

Coca-Cola (Costa), London — *Product Engineer*

January 2019 - September 2019

Stayed on with the Costa team through its demerger following Coca-Cola's acquisition, delivering the final phase of the Costa website rebuild before migrating our CMS from AEM to Contentful. Regularly mentored engineers joined through agency partnerships and helped interview candidates for open engineering roles.

Whitbread, London — *Product Engineer*

October 2016 - January 2019

I started on the restaurant web team, helping deliver the Beefeater redesign and a PoC to migrate brands from AngularJS to Angular 2+, before joining the newly founded Costa web team to help shape the tech stack and ship product requirements incrementally.

BDS, Dumfries — *Full-Stack Web Developer*

December 2013 - April 2016

Built and maintained data-driven and brochure websites for clients, spending the bulk of my time on the Palgrave Macmillan site while also contributing to our in-house CMS.

SuperControl, Castle Douglas — *Full-Stack Web Developer*

June 2012 - November 2013

I worked directly with clients to shape and build their websites on this property booking platform, and contributed to the booking management API.

Business Micros, Penpont — *Software Developer*

June 2011 - June 2012

My first role out of university, building window-manufacturing software - from SQL performance PoCs, to new UI configurations.

Education

University of West Scotland, Dumfries — *Computing Honours Degree*

August 2009 - May 2011

Kingston University, London — *HND*

August 2006 - May 2008

References

Available upon request.