

Hoda Mire

PRODUCT MANAGER

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PROFILE

Full-stack/AI engineer moving into product management, with 5 years shipping production software as an individual contributor who owned feature delivery end-to-end. My team ran a rotating-PM model, so alongside engineering I regularly took on product-adjacent work: discovery, prioritisation, and defining success criteria, while staying accountable for the technical build. I bring engineering judgment to product calls and product thinking to engineering ones. Recent work spans agentic AI workflows, RAG and MCP tool-calling, and internal developer tooling, alongside backend and data architecture for a compliance-sensitive CRM. I use AI tools daily, with the scepticism to know when to rely on them and when not to.

CORE SKILLS

Product exposure: Rotating-PM team model, regularly took on discovery, prioritisation & requirements definition within an IC engineering role

Ways of working: Cross-functional work with product, design & business stakeholders; usability research; mentoring

AI engineering: Agentic workflows, MCP tool-calling, RAG, LLM integration, OpenAI & Claude APIs, model evaluation (evals), prompt design; Python for AI/backend services

Full-stack: React, Next.js, TypeScript, Node.js, Express.js

Backend & data: Prisma ORM, PostgreSQL / Supabase, SQL, REST & GraphQL, MongoDB

Quality & delivery: GitHub Actions CI/CD, Jest, Playwright, Cypress, Storybook, accessibility (axe-core, WCAG)

Cloud & infra: GCP, Azure, Docker, Kubernetes, Terraform

EXPERIENCE

Software Engineer (Backend / Full-stack) — Safiyaa IPCO Limited, London

Jan 2026 – May 2026

- Owned end-to-end technical design and delivery of a CRM platform for sales associates managing high-end clients across regions, architecting the full-stack solution (Next.js, TypeScript, Prisma, Supabase PostgreSQL) while shaping requirements directly with business stakeholders.
- Designed a compliance-grade event-logging and audit-trail system with business-level scoping and admin-gated activity views, built for traceability from the ground up.
- Delivered a sales analytics dashboard with associate-level performance breakdowns and overdue-task tracking, shaped around what management actually needed to act on.
- Integrated Shopify order and client data via cron-based webhook sync and authored reconciliation scripts to resolve record mismatches and protect data integrity.
- Introduced GitHub Actions CI/CD, reducing pre-deployment lag and improving release reliability.

Associate Software Engineer (AI) — Publicis Sapient, London

Jul 2024 – Dec 2025

- Led frontend development of AI Canvas, an agentic workflow platform for product and market research, building interconnected React Flow widgets (central AI chatbot, data-processing nodes, configurable inputs/outputs) and owning the feature from concept with product and UX through to production.
- Implemented MCP tool-calling and routing so the platform retrieved domain-specific knowledge dynamically, grounding model responses in verified sources (RAG) and materially improving accuracy.
- Built an AI-powered backlog and ticket tool integrated with Jira via a TipTap autocomplete editor, reducing friction in spec-driven workflows for engineering and product teams.
- Contributed to model evaluation (evals), assessing where outputs met quality thresholds for production, applying judgment about what AI should and should not be trusted to do.
- Designed a centralised state-management system for real-time data flow between agents, improving stability and iteration speed.
- Ran usability sessions with financial clients and mentored junior engineers through code review.

Junior Associate Software Engineer — Publicis Sapient, London

March 2021 – Jul 2024

- Built a GenAI campaign tool integrating the OpenAI API with React, cutting manual effort for marketing teams.
- Led the frontend REST-to-GraphQL migration with React Query, reducing over-fetching across products.
- Supported the Lloyds identity and authentication platform on GCP/Azure, including security-compliance work (Istio certificates, Jenkins pipelines).
- Co-built a cloud-native retail eCommerce accelerator with server-side rendering and strong Lighthouse scores.

EDUCATION & CERTIFICATIONS

Level 4 Software Development Apprenticeship · IfATE	Oct 2022
Microsoft Azure Fundamentals (AZ-900) · Microsoft	Jun 2023
Level 4 Diploma in Software Development Methodologies · BCS	Jul 2022
A Levels · Leyton Sixth Form, London	2017 – 2019