

EDWARD CRACKNELL

Senior Product Engineer · Founder, Samavik L.L.C-FZ (Dubai)

Dubai from Oct 2026 (UAE residence via own company) · edward@samavik.com · samavik.com · linkedin.com/in/edward-cracknell-11b86aa4

PROFILE

Full-stack product engineer who ships production software in weeks, using AI-leveraged development. Enterprise background (fintech-grade systems at Aptitude Software) combined with founder execution: multiple live commercial products across web, iOS, Android and Windows. Available for contract and project work through Samavik L.L.C-FZ — a UAE-licensed entity enabling clean B2B invoicing with no visa sponsorship or EoR requirements.

SHIPPED PRODUCTS (ALL LIVE / VERIFIABLE)

Cutaway — teamcutaway.com

Commercial SaaS video platform for skydiving dropzones: web, iOS and Windows desktop (Rails, Tauri, FFmpeg, Stripe). Paying client, in daily production use.

Learn To BASE Jump — learntobasejump.com

Website and iOS/Android app (in development) for a professional BASE jumping school in Switzerland: course booking, tutorials, student progression.

GoSayHi — live on the App Store

AI voice-coach app: real-time LLM + voice pipeline, usage-based billing, safety and cost controls.

DogSpot — live in production

Social competition app with real users (React Native/Expo, Rails, Postgres): accounts, feeds, scoring, moderation.

Coaching CRM engine — edcracknell.com

Custom CRM running a real business daily: lead scoring, AI-personalised outreach (Anthropic API), Instagram API automation, Stripe checkout, client media portal (Next.js, Postgres).

EXPERIENCE

Founder & Engineer — Samavik L.L.C-FZ, Dubai

2026–present

Software studio (Meydan Free Zone licence: software development & consultancy). Sole engineer delivering MVP builds, AI/LLM integration and fractional senior engineering for clients, B2B.

Director — ByteLogic Ltd, UK

2024–present

UK consultancy; client platform and product delivery (incl. Learn To BASE Jump).

Senior Software Developer — Aptitude Software

2022–2025

Fintech-grade enterprise software. Worked with the architecture team on feature design and delivery; managed Jira workflows; mentored junior developers. Led the integration of the company's payment system with Vertex (US tax engine) for US tax compliance — complex multi-jurisdiction calculation logic across payment methods.

Software Developer — ICC Solutions

2021–2022

C#/.NET development in payments testing (EMV); Agile delivery, code review, feature development.

Lead Instructor — iFLY Indoor Skydiving

2018–2021

Client-facing instruction and team leadership; progressed to highest instructor rank. (Now also a professional tunnel/sky coach — discipline and communication forged in high-stakes environments.)

SKILLS

Next.js · React · TypeScript · Node · Ruby on Rails · C#/.NET · React Native/Expo · Tauri · PostgreSQL · Stripe · Meta/Instagram APIs · LLM integration (Anthropic/OpenAI) · CI/CD, Vercel, Azure

EDUCATION

BSc Applied Mathematics & Computer Science (2:1)
University of Birmingham