

# Hello.

I'm Sebastijan Bauman,  
I turn ideas into products  
with code, design & delivery.

With over two decades of experience in both startups and established companies, I bring a unique blend of technical depth, product thinking, and an entrepreneurial mindset.

I began as a web developer and evolved into a product generalist, working across research, design, development, and delivery from early ideas to launched products.

As a founder, co-founder, and early team member in new ventures, I've helped build and grow products, shape teams and processes, and bring ideas to life, with experience in AI and automation.

I am open to full-time or contract roles, remote or London-based, where I can apply my expertise in product development, process optimisation, and technical implementation.

Contact

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## Experience

### Founder & Consultant | Delicious Data Ltd.

London | Dec 2012 - Present

- Delivered strategic consulting and development services, supporting automation, AI, and operational improvements
- Developed bespoke tools and solutions, addressing unique client needs and improving service delivery
- Managed projects, recruitment, and outsourced development across India, Poland, and Slovenia
- Delivered solutions adopted by organisations such as Harvard University, National Geographic, and Cirque du Soleil

### Head of Product Development | Energy Falcon Ltd.

London | Nov 2017 - Dec 2024

- Developed an AI-driven energy procurement platform, simplifying decision-making in complex markets
- Used predictive analytics to provide actionable insights, enabling clients to anticipate market price movements
- Engaged in cross-functional collaboration, improving technology and driving innovation in energy management
- Facilitated £24 million in customer savings, enabling timely procurement with the right suppliers and tariffs

### Head of Development | BetterDeal.com Ltd.

London | Jun 2018 - Mar 2023

- Built a deal-sharing platform that evolved into scalable e-commerce platform, helping small businesses sell products online
- Designed the platform architecture on AWS, ensuring scalability, high availability, and optimal performance
- Improved project delivery efficiency by 30% with agile methodologies, creating a responsive environment
- Achieved market readiness, leading development and design teams and collaborating with a brand agency

## Skills

- Team leadership & development
- Strategic product development
- Process optimisation & automation
- Client-centric solutions
- Cross-functional collaboration
- Technical project management

### Methodologies:

- Agile (Scrum Master)
- Waterfall

## Industry Experience

- E-commerce & retail
- Energy & utilities
- Auditing & compliance
- Manufacturing
- Strategic advisory

## Tools & Technologies

- Cloud & DevOps: AWS, Git
- AI & LLM: OpenAI, Anthropic
- Project Management: Jira, Confluence, Slack, Teams
- Environments: VSCode, Xcode, FileMaker, HubSpot
- Back-End: PHP, Laravel
- Front-End: JavaScript, React, HTML & CSS, Bootstrap, jQuery
- Mobile: Swift, Swift UI
- Design: Photoshop, Figma, Zeplin

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## Experience Continued

### Co-Founder | Nettle Services Ltd.

London | May 2014 - Jan 2019

- Launched a simplified POS system designed for phones and tablets, enabling sales in-store, online, and on-the-go
- Reduced operational costs for clients by 15%, eliminating traditional fees and minimising hardware dependency
- Facilitated a 20% increase in processed transactions, accommodating more customers during peak hours
- Connected in-store sales with online stores, improving operational visibility with unified inventory and sales data

### Lead Developer | Feedzon Ltd.

London | Nov 2013 - Oct 2017

- Built a web services platform for FileMaker developers, automating core business processes and simplifying workflows
- Reduced custom code requirements, allowing developers to access core functions through simple API calls
- Accelerated deployment time by 67%, allowing faster project completion and consistent delivery
- Increased platform adoption by 32%, aligning with IT policies of large organisations to ensure compatibility

### Lead Developer | BabelFix Ltd.

London | Oct 2011 - Nov 2012

- Maintained FileMaker solutions, implementing features to improve usability, performance, and operational efficiency
- Collaborated with Chris Manton, a renowned developer and mentor, refining my expertise and development practices
- Created a mobile app for on-the-go server management, enabling real-time issue resolution and proactive troubleshooting
- Contributed to the community, presenting expertise at FileMaker DevCon conferences and TechNet meetings

## Work Preferences

- Available as an independent consultant or employee
- Flexible for remote, hybrid, or on-site arrangements

## Languages

- English: Professional proficiency
- Slovenian: Native

## Interests & Hobbies

- Aviation: Student pilot working towards a pilot license
- Technology & innovation: Passionate about AI and automation and their impact on business efficiency
- Specialty coffee: Exploring brewing techniques, from grinding beans to perfecting espresso
- Continuous learning: Committed to personal and professional development through online courses, workshops, and industry conferences