

Introducing our Development Teams (1/2)

We believe in full-stack teams that own their roadmap and ways of working. Since the boundaries live over time, teams also name themselves. Teams have diverse skills ranging from design and frontend to backend and DevOps, allowing them to build anything from their roadmap with minimal dependencies.

Top Gun

Creates feed-based dynamic advertising products and product catalogs. Works mainly with Ruby on Rails, Kotlin, PostgreSQL, Cassandra, and ElasticSearch.

Autopsy

Builds A/B testing tools and fully automatic optimization features that improve both short and long term performance for our customers. Backend getting refactored with TypeScript and NestJS, frontend with React.

Senators

Owens the ad creation services. Works with technologies like React, Redux, TypeScript, PostgreSQL, Redis, and Kubernetes. Refactors our original frontend to make the ad creation process as hassle-free and intuitive as possible for our users.

Midas

Builds our core product for Facebook campaign creation and management, and provides other teams with APIs to work with it. Modularises our original PHP codebase and extracts functionality from the old codebase into new services written in TypeScript.

AweSoMe

Extends our product to support new social media. Currently working on Pinterest. Integrates with the work from many other teams. Works with TypeScript, React, Redux, Node.js, and PostgreSQL.

Bobby Tables

Builds the data-heavy core view of the Smartly.io app. Operates the reporting infrastructure and data pipelines, with a database containing multiple terabytes of measurement data. Works with →

Introducing our Development Teams (2/2)

a sharded PostgreSQL, React hooks, context API and styled components, TypeScript, Flow typing, Node.js, Ruby on Rails, Citus, and RabbitMQ.

Kino

Owns the video and image templating tools that are a flagship feature of our product. Renders millions of videos from product catalogs' static assets. Works with TypeScript, React, Redux, Ruby on Rails, and Node.js.

Oodi

Builds our asset library that our users use to organize their creative assets. Automatically tagging assets, analyzing their usage and owning the asset usage workflows across the tool. Works with React, TypeScript, Ruby on Rails and sometimes Flow.

Aether

Responsible for cross-cutting platform functionality, background job processing, notifications, identity, and access management. Works with TypeScript, Node.js, and React.

Value for Life

Automates operations by creating internal BI tools, dashboards, and metrics for product teams, billing, sales tools development, and internal data warehouse development. Mainly Ruby on Rails backends, PostgreSQL databases, and interfacing with external business-critical tools.

Graham

Expands the Smartly.io app to support a new social media. Currently exploring Twitter and Snapchat. Works with TypeScript, Node.JS, PostgreSQL and React.

Vulcan

Owns the wide variety of things which make other developers productive and happy: UI components library, dev environment tooling for our cluster, and CI/CD pipeline. Works with TypeScript, React, Ruby, Jenkins, and k8s.