

James Fiddaman

Head of Engineering | Platform Architecture & Team Leadership

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Summary

Engineering leader with experience scaling an engineering function from early stage prototype to commercial platform, owning architecture, delivery and team growth through Seed stage and into a commercial growth phase. Technical depth in platform engineering and cloud architecture sits alongside line management, hiring and career development for a 15+ person cross functional team, built to keep technical direction and team capability moving together. Experienced in investor facing technical strategy, platform due diligence and translating technical risk into clear business decisions. Well suited to a Head of Engineering or Director of Engineering role at a company moving from growth into scale, where strong technical direction, team building and delivery discipline are all critical.

Highlights

- Scaled engineering from solo founding engineer to a 15+ person cross-functional team across development, art and infrastructure, owning hiring, architecture and delivery
- Sustained 20% month-on-month MAU growth during the Series A growth phase
- Reduced average app load time by 93% and app size by 85%, improving WebGL performance and user experience
- Supported 10% monthly subscriber growth through reliability, usability, onboarding and delivery improvements
- Led technical strategy, investor showcases and due diligence through multiple funding and grant phases

Skills

- **Technical Leadership:** architecture, roadmap planning, hiring, mentoring, 1:1s, performance management, stakeholder communication, technical due diligence
- **Engineering:** Unity, C#, WebGL, .NET, Node.js, TypeScript/JavaScript, Python, HLSL/Shader Graph
- **Cloud & DevOps:** Firebase, GCP, AWS, CI/CD, GitLab CI, serverless, API, microservices
- **AI & Automation:** AI assisted development, AI coding workflows, review governance, prototyping, agent and MCP exploration
- **Product & Design Tools:** Figma, Miro, Blender, Webflow, CRM/SDK integrations

Employment History

Head of Engineering (CTO, Founding Engineer) | GeneraLabs Aug 2022 - Present

Founding engineering leader for a fashion technology startup building a browser based 3D design platform for designers, brands and commercial partners. Led the product from early prototype to commercial platform as part of the senior leadership team, shaping technical strategy, roadmap, fundraising, hiring, investor engagement, and team scaling through Seed and into growth.

- Line managed direct reports through regular 1:1s, objective setting and career development, and introduced delivery processes including roadmap planning, code review and deployment standards.
- Owned platform architecture and engineering delivery for a browser based 3D design tool, including mesh manipulation systems that enabled non-technical users to create production ready 3D outputs.
- Directed technical strategy and architecture decisions across client, web, backend and cloud infrastructure, balancing product roadmap against technical debt and delivery capacity.
- Introduced CI/CD automation and release processes that reduced deployment friction and improved release confidence.
- Introduced controlled AI assisted engineering workflows for planning, prototyping, documentation and debugging, accelerating iteration while preserving code review and quality standards.
- Led technical due diligence, funding documentation and investor/client technical showcases (Slush, London Fashion Week, Unreal Engine London Meetup).

Lead Unity Engineer | Corporation Pop *Sep 2021 - Aug 2022*

Led development across immersive AR/VR, metaverse and interactive projects for gaming, retail and cultural clients.

- Delivered Unity based immersive experiences for major brands, museums and public facing installations.
- Built Unity SDKs and integrations for custom XR hardware used in immersive gaming platforms.
- Prototyped real time interaction systems using IR based tracking and spatial input.
- Explored emerging web based AR and cross device XR delivery approaches.

Senior Unity Engineer | Sumdog Ltd *Oct 2020 - Sep 2021*

Built and optimised real time educational multiplayer games in Unity for web and mobile platforms, improving performance, reliability and cross platform delivery.

Unity Engineer | VU.CITY *Jun 2019 - Oct 2020*

Developed city scale digital twin tooling for planning applications, supporting navigation, zoning and user interaction workflows.

Unity Developer | YR Live *Jan 2018 - Jun 2019*

Created interactive Unity installations for major retail activations and live events.

Account Manager | AVMI *2016 - Jan 2018*

Managed corporate AV infrastructure and service accounts, developing client facing delivery and stakeholder management experience.

Doctoral Candidate | University of Bristol *2014 - 2016*

Conducted doctoral research before transitioning into commercial software development.

Education

University of Warwick | 2010 - 2014 Integrated Master's in Mathematics and Physics (MMathPhys)

Portfolio

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- **Project Taurus:** UE5 RTS prototype demonstrating AI behaviour, tactical unit control, fog of war and systems design.
- **Unity WebGL / Firebase platform work:** browser based 3D platform architecture covering auth, hosting, realtime data, storage, CI/CD and performance optimisation.
- **Interactive installations:** AR/VR and IR tracked experiences for retail, gaming, museums and public activations.

Personal Interests

- Tabletop RPG facilitation
- Public speaking & technical demos
- UE5 side projects
- Fitness