

IAN JAMIESON

TECHNOLOGY LEADER

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PROFILE

Technology leader and creative technologist with 15+ years' experience in software engineering and ecommerce. Clients have included Nestlé Purina, Schneider Electric, SodaStream (PepsiCo), and Universal Music Group. Combines strategic vision with deep technical expertise to lead cross-disciplinary teams, adopt emerging technologies, and deliver measurable business impact.

Hands-on practitioner of applied AI engineering, having shipped production agentic systems, MCP servers, and AI-powered tooling ahead of industry adoption curves. Expert in aligning technology strategies with commercial objectives to create high-performance products that adapt and scale in a rapidly evolving digital landscape.

CORE COMPETENCIES

Technology Leadership	Strategic vision setting, cross-functional team leadership, policy and governance, talent acquisition, and mentoring.
Applied AI Engineering	LLM application development, agentic system design, retrieval-augmented generation (RAG), context engineering, vector search, prompt engineering, MCP server development, evaluation and harness engineering for agentic systems.
Commerce & Platform Expertise	Shopify Plus, composable commerce, microservices architecture, headless CMS, API integrations.
Engineering	Solutions architecture, frontend and backend development, performance optimisation, scalability planning, devOps, cyber security.
Product Development	Concept-to-market delivery, UX strategy, iterative product improvement, stakeholder engagement.
Commercial & Growth Enablement	Pre-sales solutions engineering, RFP/RFI responses, client pitching, winning high-value contracts, and technology partnership management.
Innovation	Emerging technology adoption, artificial intelligence, automation, process optimisation, creative problem-solving.

TECHNICAL EXPERTISE

AI & ML	Anthropic Claude API, OpenAI API, locally hosted open models, MCP (Model Context Protocol), Vercel Eve, agentic harness design, evaluation and guardrail engineering, vector databases (Supabase pgvector), embeddings, RAG pipelines, agentic workflows, semantic search, structured knowledge representation
Languages	HTML, JavaScript (ES6+), TypeScript, CSS/SASS/PostCSS, PHP, Python, Liquid, GraphQL, GROQ
E-Commerce Platforms	Shopify, BigCommerce, WooCommerce, Medusa.js
CMS & Data Platforms	Sanity, DatoCMS, Contentful, Hygraph, Supabase, Directus, WordPress, Docusaurus, MDX
Frameworks & Libraries	React, Next.js, Remix, React Router, Alpine.js, Tailwind, Hydrogen
Design & UX	Figma, Adobe XD, Photoshop, Illustrator, InDesign
Animation & 3D	Three.js, React Three Fiber, GSAP, Motion

PROFESSIONAL EXPERIENCE

Director of Technology

2022 – Present

Swanky (Shopify Platinum Partner)

Lead technology strategy and delivery for a Shopify Platinum Partner agency serving global brands across retail, FMCG, sport, and entertainment.

- Oversee end-to-end technical operations across discovery, architecture, engineering, integrations, commercial services, and product development.
- Authored the company's AI strategy: competitive positioning, agentic commerce, workforce evolution, security architecture, and a phased transformation roadmap.
- Authored the company's cyber security policy suite, underpinning the ISO27001 certification programme I am leading.
- Designing agentic engineering harnesses: version-pinned vendor primitives, guardrails enforced mechanically through hooks and CI, and knowledge systems wired in over MCP so agents work from retrieved facts.
- Built one of the earliest agentic knowledge systems in production, on vector databases and context injection (May 2023), 18 months before MCP standardised the pattern.
- Built Swanky Docs, an AI knowledge platform with AI-assisted drafting, MCP and vectorised repository documentation.
- Shipped AI-powered locale translation tooling and an automated documentation pipeline.
- Architected multi-store single-codebase Shopify builds, hybrid headless as a counter-narrative to full composable replatforms, Cloudflare O2O reverse proxies, and 3D/AR configurators in React Three Fiber.
- Authored the book "[The CTO's Guide to Composable Commerce](#)", supported by an industry event programme co-hosted in London with Shopify, Klaviyo, Sanity, and Dynamic Yield by Mastercard.
- Lead pre-sales engineering and architecture across enterprise pitches, contributing technically to 30+ commercial opportunities in the last six months.
- Built and lead the engineering team, doubled in size, much of it now at four years' tenure.
- Manage technology partnerships including Vercel, Sanity, Patchworks, and Shopify Professional Services.
- Performed technical, AI, and legal due diligence for a successful private equity transaction.
- Drove product development for Swanky's Shopify theme, "Eden": a productised build architecture and Shopify Theme Store candidate.

Director

2015 – 2022

Design Bureau

Founded and directed a boutique digital consultancy specialising in bespoke software engineering. Oversaw production, strategy, client engagement, and operational management. Engaged with clients directly and through fractional contract roles, including the engagements below.

Tech Lead

2018 – 2022

ShopCreatify (fractional contract via Design Bureau)

Guided technical strategy, architecture, and execution for high-value Shopify projects, balancing creative vision with robust engineering practices and commercial objectives.

Full-Stack Engineer & UX Consultant

2015 – 2021

Various clients (fractional contracts via Design Bureau)

Delivered bespoke applications and optimised user experiences across multiple industries. Provided full-stack development, UX design, and technical consulting.

Head of UI Design & Full-Stack Developer

2013 – 2015

Matchdeck

Led UI design and front-end engineering for a B2B intelligence platform while building production semantic search, graph database, and structured knowledge representation systems. Worked extensively with ontologies, semantic web technologies, entity resolution, and relationship modelling — foundational technologies that pre-date the current AI wave by a decade and now underpin modern agentic and retrieval-augmented systems.

Early Career

	2007 – 2013
— Frontend Developer – Frontier Market Intelligence	2011–2013
— Creative Director – Global Africa Network	2009–2011
— Graphic Designer – Global Africa Network	2008–2009
— Lecturer – Concept Interactive	2008
— Graphic Designer – Freelance	2007–2008

EDUCATION & PROFESSIONAL DEVELOPMENT

Diploma – Multimedia Design — Concept Interactive	2007–2008
Bachelor's Degree – Sociocultural Anthropology — University of South Africa	2003–2007
Claude Certified Developer – Foundations — Anthropic	2026
Claude Certified Architect – Foundations — Anthropic	2026
Remix Fundamentals & Advanced Remix — Frontend Masters	2023
Epic React — Kent C. Dodds	2022
Three.js Journey — Bruno Simon	2021
Progressive Web Apps — Udemy	2020
Python & Django Web Development — Udemy	2020
Vue.js, Nuxt.js, Gatsby.js Courses — Udemy	2019–2021
UX Fundamentals — Aquent Gymnasium	2015