Sylvain Simao

I'm Sylvain *(:seel-vahn)*, a hands-on technology leader with 15+ years of experience in web engineering and tech leadership roles in France and Australia. My savoir-faire is at the overlap of technology, strategic thinking and creativity. I specialise in technology strategy, leading high-performance teams, as well as architecting and building web applications at scale.

CTO / Founding Engineer | Brisbane, Australia | sylvain.simao@gmail.com | +61 402 189 902 | sylvainsimao.com

Work Experience

Kuizto
Brisbane, Australia (remote)
2023 - Current

Founder
Kuizto is like Netflix for your daily food and groceries.
Started working on the product as a Solopreneur Q3 2023 • Sole responsible for all aspects of the business including product design, development, market validation, customer feedback, and marketing/growth strategies

Travis
Melbourne, Australia (remote)
2020 - 2023

Chief Technology Officer
Travis is a collaborative travel planning platform.
Joined the startup early-stage as employee #1 • Responsible for technology and engineering in the business • Architected, built and launched a platform ready to onboard millions of travellers worldwide • Led and managed a fully remote async-operating team • Contributed to raising pre-seed and seed funding during the COVID pandemic

Clemenger BBDO
Melbourne, Australia (hybrid)
2016 - 2020

Technical Director
Clemenger BBDO is a top-ranking creative agency.
Was overseeing the technology delivery for all clients • Led and managed a team of developers and testers • Scaled the engineering team from 4 to 15 people • Researched and developed technical solutions for creatively taxing digital projects • Architected, scoped, built, scaled and managed complex web-based experiences for global clients • Won multiple awards for my work including Cannes Lions Grand Prix, Cannes Lions Gold, The FWA, and several Webby Awards

ID Digital
Melbourne, Australia (on-site)
2015 - 2016

Lead Developer
ID Digital is an award-winning Digital Agency.
Was responsible for the front-end development across the agency • Led a small team of developers • Implemented new processes and tooling to improve delivery • Architected, scoped, built and managed multiple websites and web apps for small to medium size clients

Dynamic View

Lyon, France (on-site)

2011 - 2014

Head of Engineering

Dynamic View is a Digital Production and Marketing Agency.

Was in charge of engineering in the agency • Led a small team of developers and designers • Architected, scoped, built and managed multiple websites and cross-platform apps for small to medium size clients • Researched and developed new technical solutions for digital signage

Freelancer

Lyon, France (remote)

2009 - 2014

Developer & DesignOps

Worked as a Solopreneur / Freelancer for 5 years.

Founded a multi-disciplinary Freelance Collective working together on client briefs • Architected, scoped, built and managed multiple websites and web apps for small businesses and web agencies

Expertise

Strategic Thinking

Early-stage startup experience as Founder and CTO. Owned the full delivery lifecycle on global projects. Demonstrated strong leadership by making key strategic decisions driving successful outcomes.

Web Engineering

Architected, built, and deployed web apps and cross-channel digital experiences at scale. Delivered impactful technical projects with Airbnb, MARS Global, VIC Government and many other clients.

Problem-Solving

Real passion for solving problems in creative ways, removing bottlenecks and simplifying complex solutions. Worked on a variety of tough and creatively taxing digital projects.

Leadership and Mentorship

Led and mentored engineering teams, fostering a supportive and approachable environment. Built a team from 4 to 15 engineers and achieved finalist at the Under-30 Achiever of the Year.

Key Projects

Travis

CTO at Travis

Travis is a collaborative travel planning platform. Travellers across the world can find places people love, organise flexibly, collaborate and chat in real time. Travis also enables travel creators to earn from travel recommendations by monetizing their content with bookable hotels. The platform counted more than 8,000 travellers and creators.

MARS

Tech. Director for Snickers Hungerithm

The Hungerithm is like a stock exchange for Snickers chocolate bars. Prices of the bars fluctuate in real-time, based on the online mood of the internet. I've been in charge of the global rollout across Australia, America, Russia, Europe and South-East Asia. The project faced huge market success and won multiple awards including a Gold Cannes Lion and a Webby Award.

Airbnb

Tech. Lead for Until We All Belong

In 2017, Australia was the last Western country in the world not to recognise same-sex marriage. I helped bring Airbnb's "Belong anywhere" statement to life through an interactive online experience that earned multiple awards including a Webby Awards, Developer Awwwards, and CSS Design Awards.

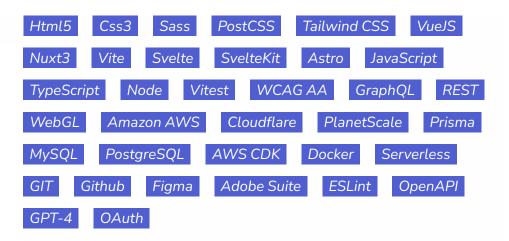**Amazon Alexa**

Winner of Global Amazon Alexa Cup

One in four people experiences anxiety at least once in their lives. Inner voice is a voice experience built for Amazon Alexa that helps manage and prevent anxiety. Representing tech among a cross-discipline team, I was invited by Amazon to strategize, prototype and pitch at the Voice19 Summit. Won the Inaugural Global Amazon Alexa Cup after competing against 73 other teams, across 12 different countries.

TAC Australia

Tech. Lead for Meet Graham

Part interactive sculpture, part educational tool, Graham shows us how our bodies would need to change to survive a car crash. Within 24 hours of being introduced to the world, Graham sparked a global road safety conversation as he was discussed, debated and even memed. The project ranked as the most creative project in the world, and won the Cannes Lion Grand Prix, as well as many web-specific awards.

Tech. Stack

Html5 *Css3* *Sass* *PostCSS* *Tailwind CSS* *VueJS* *Nuxt3* *Vite* *Svelte* *SvelteKit* *Astro* *JavaScript* *TypeScript* *Node* *Vitest* *WCAG AA* *GraphQL* *REST* *WebGL* *Amazon AWS* *Cloudflare* *PlanetScale* *Prisma* *MySQL* *PostgreSQL* *AWS CDK* *Docker* *Serverless* *GIT* *Github* *Figma* *Adobe Suite* *ESLint* *OpenAPI* *GPT-4* *OAuth*

Contributions

Speaker at Prisma Day
Streamed a talk on Real-time GraphQL APIs using Prisma and AWS AppSync.

Melbourne VueJS Meetup
Organiser and main speaker at the Melbourne VueJS Meetup until 2021 (380+ members).

State of VueJS
Contributed twice to the State of VueJS, a report crafted for technology businesses interested in making educated decisions about their stack.

Open-Source
Creator of Prisma-AppSync, an OSS library that plugs into Prisma ORM and instantly generates a secure GraphQL API for AWS AppSync (220+ stars).

Academic Qualifications

3D/CGI Animation
2008 - 2011

Bellecour Schools of Art (France)
Bachelor degree

Computer Science
2006 - 2008

Clermont Institute of Technology (France)
HND/Associate degree

Recommendations

Nicole TJ

Co-Founder and CEO at Travis

" Sylvain's 200% reliable, always up for an engineering challenge, and delivers under pressure. He's detail-oriented and holds himself to high standards, which shows in the quality of his work. He communicates well and provides great guidance to other developers and designers across the team. It's a joy working with Sylvain! "

Christian Russell

Head of Delivery - Digital, Health Services at Bupa

" I had the good fortune of collaborating with Sylvain on some of Clemenger BBDO's toughest, most creatively taxing digital projects. He brought a joyous sense of possibility to every project, and was always looking for ways to improve the outcome and push boundaries, while still keeping the audience and the user experience at the heart of what was delivered. A hands-on leader with an exacting standard, Sylvain excelled in developing junior talent and helping them get to the next level. For him, the success of the tech team was as important as his own personal achievements. Sylvain is incredibly generous and giving of his time and knowledge - during my time at Clems, he made a significant difference to the visibility and credibility of tech in the business. "

Jai Kora

Chief Technology Officer at Syncio

" It's rare that you come across such explorative nature in a person, Sylvain is one of them. I had the pleasure of working with him on many adventurous projects. His ability to find different solutions to a problem always takes me by surprise. As a colleague he is very supportive and fun to share time with, Sylvain is a great asset to the team. "

Languages

English
Bilingual proficiency

French
Native proficiency

Portuguese
Elementary proficiency