Koray E.

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github.com/koraybey

I build cross-platform products that run everywhere, from smartphones to bare metal. Over a decade as technical lead and IC, I get new ventures to market, untangle systems under scale, and keep teams shipping through tight feedback, predictable releases, and metric-driven decisions.

Experience

Shio Capital
Berlin, Germany

Various Technical Roles — May 2020 - Jun 2024, Jan 2025 - Ongoing

Private equity investing in early-stage companies and scale-ups. Leading in-house incubation as IC and technical lead, shipping ideas from prototype to production.

Mmaah
Berlin, Germany

Lead Developer — Jan 2025 - Ongoing

Fast-growing Korean QSR. Built mobile and embedded stack including scan-order-pay flow via App Clip and Rust printer service to convert anonymous deliveries into identified, enrolled customers.

- Shipped gzip bundle with runtime decompression; ~7 MB smaller at ~50 ms startup cost
- Built Rust printer service on NixOS/RPi; QR codes enable order attribution and loyalty
- Created Lightspeed proxy with caching; TTFB ~100 ms vs ~7 s from vendor API
- Developed live order tracking by bridging 3 vendor APIs, integrating kitchen automation and POS
- Built functional transform package to normalize vendor schemas and prevent errors

TypeScript Rust React Native NixOS drizzle workerd Cloudflare Effect Hono Zustand Tamagui fastlane Vitest Stripe

MEMBER
Berlin, Germany

Co-founder, Product & Technical Lead — May 2020 - Jun 2024

Cross-platform community toolkit spanning Chromium start pages and React Native app. Raised $2M with Barça Vision partners. Led product and co-led engineering from concept to production.

- Led and mentored 17-person product and engineering team
- Set up CI/CD with checks, tests, scaffolding, and automated versioning
- Shipped ~450 releases and ~250 features on two-week cadence
- Built onboarding with ~25% referral activation and ~60% monthly retention
- Built framework for auto-generated landing pages; ~40% pageview-to-install rate

TypeScript React Native React Express GraphQL Tamagui Storybook Zustand fastlane Terraform Firebase Chrome Extensions

Complori
Berlin, Germany

Technical Lead, Contract — Jul 2024 - Jan 2025

K-12 edtech platform. Stabilized 4-year-old codebase, cleared technical debt, added telemetry and testing, hardened serverless functions, and mentored the team.

- Led development and maintenance of two Next.js platforms with 5-person team
- Optimized trial flow; conversion from ~17% to ~25%, a ~47% lift
- Built subscription flow; premium share ~50% with higher LTV
- Migrated to Google Cloud with Terraform; added CI/CD, logging, and recovery
- Raised test coverage from ~0% to ~31%; near-zero failures in critical functions
- Added caching and lazy loading; checkout and subscription pages 3× faster

TypeScript React React Query Next.js Koa Tailwind Storybook MongoDB Terraform Google Cloud

Bilemezsin!

Istanbul, Turkey

Founder, Product & Technical Lead

Jun 2016 - Jan 2020

Social predictions app where users discuss news, make predictions, and redeem prizes. Built from scratch; became 2017 chart-topper in Turkey with ~1M installs, ~300K MAU, 4.8/5 stars (~110K ratings).

- Raised $430K and built 20-person startup
- Shipped Cordova and React apps with PHP backend
- Added gamification and Redis leaderboards; 45%/25%/15% D1/D7/D30 retention
- Automated user acquisition; ~600K installs at $0.10 CPI
- Ran ASO with A/B tests; store conversion from ~15% to ~60%, top-ten ranking
- Built auction marketplace and distributed ~10K rewards

JavaScript React Apache Cordova PHP Redux Redis MySQL DigitalOcean

Projects

hono-tanstack-query	TanStack Query wrapper for Hono RPC endpoints.	TypeScript TanStack Query React
ch9329-rs	Rust drivers for CH9329 keyboard emulation chips.	Rust
Medkai	Mobile scanner and cabinet for German meds, with answers on demand.	TypeScript drizzle workerd OpenNext React Rust Cloudflare Workers Vitest Playwright NixOS

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