

Léonard Flachs

Product Engineer · 10 years in tech

10 years shipping B2B SaaS products end-to-end, from discovery to delivery. Core stack: TypeScript, React, Node.js, PostgreSQL. Combines hands-on engineering with cross-functional product work: user research, roadmap ownership, analytics, go-to-market.

CONTACT

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SKILLS

TECHNICAL

TypeScript / React

Node.js / Next.js

PostgreSQL / SQL

Docker / GCP

AI Tooling (MCP, Claude)

CI/CD & Testing

Git / REST API

Storybook

Redux

Tailwind / shadcn

PRODUCT & STRATEGY

User Research

Roadmap Ownership

GTM Strategy

Funnel Optimization

Analytics (PostHog)

HubSpot

Stakeholder Steering

A/B Testing

JIRA / PRD

Feature Flags

JTBD

Agile / Scrum

OKR / KPI

DESIGN

Figma

Design Systems

Prototyping

LEADERSHIP

Team Management

Hiring (50+ interviews)

Sprint Planning

Mentoring

Workshop Facilitation

LANGUAGES

French · Native

English · Fluent

German · Conversational

EDUCATION

Product Designer

The Design Crew, Paris · 2019

Graphic Design & Web Dev (RNCP Certified)

Fonderie de l'image, Bagnolet · 2014–2016 · Work-study

COMMUNITY

Talks & mentoring (Emotional Design, Figma, Design Systems)

Volunteering: Pavillon Naftule (Lausanne), small business support, events photography

INTERESTS

Music producer (Ableton) & multi-instrumentalist · Photography · Board games · Independent cinema

EXPERIENCE

Heyflow

B2B SaaS form builder · Berlin & Lausanne (remote)

~3 years

Technical Product Manager

Jan 2025 – Present

Product Launch: Shipped a 0-to-1 AI product from roadmap to General Availability. Cross-functional coordination (eng, design, marketing), gated rollout with feature flags, launch plan and pricing strategy (credit system). **First paying customers in 7 months**

Discovery: Ran **3 discovery sequences** (20+ interviews 8 hypotheses, JTBD). Mapped the customer journey, ruled out 3 segments through data and qualitative research before narrowing ICP

Analytics & Activation: Built PostHog dashboards from scratch (**6 dashboards, 50+ events**). Identified activation bottleneck, shipped self-serve onboarding: completions **22 → 128/month**, publish conversion **6.7% → 12.3%**

AI Tooling: Built MCP servers in TypeScript to cross-reference PostHog, BigQuery, and HubSpot data; adopted across teams

Prioritization: Kept roadmap focused by pushing back on feature requests with data. Competitive analysis, sales/CS alignment. Aligned directly with CEO on scope

Product Engineer

Jun 2023 – Dec 2024

Referral System: Shipped end-to-end alongside PM, now driving **recurring revenue**

Design System: Built from scratch: React component library, Storybook, Chromatic visual testing, Figma tokens, Tailwind

Performance & Testing: Per-deployment monitoring (Lighthouse/GTMetricx) in CI/CD, catching **production regressions**. Built the **A/B testing infrastructure** used across teams

Testing & Code Quality: Set up **unit, integration, and E2E testing**. Drove adoption through workshops, systematic reviews, and pairing

Hiring: Created the technical evaluation framework (still in use). **30+ interviews**, mentored engineers through structured pairing

Leanovate

Digital consulting agency · Berlin, Germany

1 year

Software Engineer

Jul 2022 – Jun 2023

Design Sprint: Led a design sprint with investor and stakeholders to define the client's **primary acquisition feature**

Stack Migration: Advocated for and led a migration (Vue Storefront → Shopify); built the new storefront end-to-end, **reducing maintenance overhead** and unblocking launch

Wild Code School

Coding bootcamp · Berlin

2.5 years

Head of Curriculum

Aug 2020 – Jul 2022

Curriculum: Rewrote the fullstack TypeScript/React + Node.js curriculum from scratch; deployed across **22 campuses**. Launched a UX/UI Design program (still running today)

People Management: Managed **~15 instructors** (full-time, part-time, remote): hiring, 1-on-1s, performance reviews, and difficult exits

Fullstack Web Development Instructor

Jan 2020 – Aug 2020

Teaching: Guided a 6-month cohort of career-changers from zero to job-ready full-stack projects (React, Node.js, Express, PostgreSQL)

Adikteev

Adtech · Paris & Berlin

3 years

Creative Team Lead

Jan 2018 – Dec 2019

Team & Clients: Led a team of 2 designers; delivered **50+ interactive HTML5/JavaScript experiences** for King, Amazon, Uber. Ran client meetings to present results and pitch new concepts directly

Creative Developer

Sep 2016 – Dec 2017

Interactive Ads: Built HTML5/JavaScript interactive ad experiences. Pioneered **dynamic ad concepts** (weather-reactive, real-time SKU feeds)

SIDE PROJECTS

Ça Joue! (Flutter/Dart) App to learn expressions from Swiss Romandie

Cocorico (Next.js, TypeScript) Stock management tool built with a local chef

Viberoom (React, WebSocket) Interactive cocktails, poetry & board game experience