Jeff Shillitto

BSc (Hons) Industrial Design

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Location: Brisbane, Australia

I am a software engineer, technical leader and multi-time founder with over 20 years of experience building software products and businesses. My experience spans startups, scale-ups, agencies and enterprises, covering full stack development, software architecture, product delivery and engineering management. I co-founded Shotstack, a video automation platform, and most recently worked at Sitemate across software engineering and engineering management.

Over 2 decades, highlights include:

- Building and leading engineering teams at Sitemate, a fast-growing SaaS scale-up in the construction industry.
- Inventing a cloud-based video editing API and founding the VC backed startup Shotstack.
- Working for one of Australia's fastest growing e-commerce scale-ups – The Iconic.
- Working on Australia's most popular food and recipe web site – Taste.com.au owned by News Corp.

Most Recent Role – Sitemate, Senior Software Engineer (with Eng. Management)

January 2025 – November 2026 (Remote, Australia)

Sitemate builds SaaS software for the construction and built environment industries, helping businesses manage projects, people, processes and operations. Its flagship product, Dashpivot, is used by businesses to digitise and streamline their operations. I worked across both the account management platform and Dashpivot, covering product development, platform architecture, APIs, backend services and system reliability. I later moved into an Engineering Manager role within the Dashpivot team, managing three direct reports across two product streams while remaining hands-on with software development.

My work covered TypeScript, JavaScript, Node.js, Angular and AWS, as well as integrations with Salesforce and Zuora. I was also a member of the AI Engineering Guild, helping drive the adoption of AI-assisted software development across the organisation.

Achievements include:

- Leading engineering delivery across two product streams within Dashpivot.
- Designing and building new platform features, APIs and reusable components.
- Contributing to the development of account-level lists, templates and platform capabilities.
- Delivering improvements to platform reliability, security and performance.
- Managing and mentoring three engineers through regular 1:1s, performance reviews and technical guidance.
- Contributing to technical planning, architecture and product roadmap decisions.
- Driving AI adoption through Claude Code, custom agents, skills and development workflows.
- Running AI training sessions for engineering and product teams.

Startup Experience – Shotstack, Technical Co-Founder

April 2019 – July 2024 (Sydney, Australia)

I founded Shotstack in April 2019. After experimenting with Serverless infrastructure and C++ video software for several years I built a cloud-based video editing API running on AWS Lambda, S3 and SQS and built using Node.js, C++ and the Serverless Framework. The product was commercialised as a SaaS subscription service and iterated to use multipart rendering resulting in high availability, multi-concurrency, scalability and industry leading rendering speeds.

The startup raised $750k in VC funding with a total team size of 7 people including 3 software engineers reporting to me. My role spanned all areas of the business including tech, product and digital marketing.

Achievements include:

- Inventing the world's first cloud-based video editing API.
- Building, managing and mentoring the software team and software development processes.
- Evangelising, innovating and pushing the limits of AWS Serverless technology stack for video processing.
- Introducing and adopting Generative AI services into the platform.
- Building an advanced front-end browser-based video editor using React, Recoil and Pixi.
- 20,000 developer signups and 500 paying customers.
- Working with Clients including Spotify, Ikea, Randstad, Nintendo and Mahindra Motors.
- Achieving 30% YoY growth.

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Previous Employment History

The Iconic - Software Engineer
February 2016 – April 2019 (Sydney, Australia)
I worked in Agile squads of approximately 7-10 people including payments, marketplace and warehouse teams. I was a lead engineer for the Marketplace team, an advocate for Serverless adoption and helped implement Braintree, Afterpay and LaunchDarkly.

News Corp (News Life Media) - Software Engineer
September 2014 – January 2016 (Sydney, Australia)
My key role was working on the back end for a mobile app and migrating the Taste.com.au CMS to Symfony 2 as well as BAU tasks, refactoring and modernising the web site including front end, backend development and AWS infrastructure.

Now We Collide (formerly Captiv8) - Web Developer
September 2010 – September 2014 (Sydney, Australia)
Creative agency creating web sites for Fairfax, BMW, Toyota, Audi, Bayer, Optus, Cancer Council and V Energy.

Power Up Technologies - Founder/Developer
September 2006 – April 2012 (Edinburgh, UK/Sydney, Australia)
E-commerce smartphone online shop and affiliate price comparison service.

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Channel 6 Multimedia (now Digital Six) - Founder/Developer
February 1999 – August 2008 (Edinburgh, UK)
Web design and e-commerce agency.

Drinkon.com - Co-Founder/Developer
March 2000 – July 2004 (St. Andrews, UK)
E-commerce wine and alcoholic spirits online shop.

Skillset & Experience

AI & Generative AI
Development Tools: Claude Code, Claude Platform, OpenAI API
Agents & Workflows: Hosted agents, custom skills, output styles, AI-assisted development workflows and code review
Integrations: OpenAI Chat API, Stability AI, ElevenLabs, HeyGen, D-ID
Adoption: Engineering workflows, developer productivity, security, team training and experimentation

Infrastructure
AWS Infrastructure: Lambda, EC2, Fargate, API Gateway, S3, SQS, RDS, DynamoDB, Step Functions, CloudWatch, CloudFront
Infrastructure as Code: Serverless Framework, Terraform, CloudFormation, Docker
Observability and Monitoring: DataDog, New Relic, CloudWatch, Log Entries, Grafana, ClickHouse, Segment, MixPanel
Deployment & VCS: Git, GitHub, Bitbucket, Bamboo

Application Development
Code: JavaScript, TypeScript, Node.js, PHP, C++, HTML, CSS
Frameworks: Express, Middy, React, Vue, Angular, Laravel, Symfony, Zend, 11ty
Database: MySQL, DynamoDB, MongoDB, Airtable
Cache and Queues: Redis, DynamoDB, SQS, RabbitMQ
Testing and Code Quality: Mocha, Jest, Cypress, PHPUnit, Sonar Cloud, Code Climate, Linters and Static Analysis

Integrations
Payments: Stripe, Braintree, Zuora, Afterpay, Eway
Authentication: Auth0, AWS Cognito
Feature Toggles: Launch Darkly

Methodologies:
Frameworks and Tools: Scrum, Kanban, Jira, Trello
Practices: Micro-services and Monorepos, Clean Code, Object Orientated Programming, Design Patterns