Mitxel Moriana

Tech lead and engineering manager



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Twelve years in software, the last five leading the technology of a Berlin e-commerce company with two brands. I set the technical direction, plan and prioritise with the business, own delivery and operations, and grow the engineers on the team.

The roles I enjoy
Technology leadership with ownership of people and delivery: tech lead, engineering manager or head of engineering.

Experience

Dec 2021 to today
Berlin
E-commerce, two brands

Lead Developer (Tech Lead) at Braineffect

I lead the tech team and am accountable for the company's technology end to end: architecture, roadmap, IT project management, releases and operations.

- **Lead and mentor the engineers**, with short sprints and frequent 1:1s.
- **Led the replatforming from Magento 2 to Shopify** and the 2026 relaunch: two brands on one store, mobile-first.
- **Led the adoption of AI in every department**: a storefront chat agent, LLM-written reports and AI access to company systems for non-technical colleagues.
- **Delivered the internal influencer-marketing platform** that two country teams use daily, from sourcing to contracts and invoices.
- **Established the data foundation** on BigQuery, with BI dashboards and ERP, payments, subscriptions and CRM integrations.
- **Decided what to build in-house and delivered it**: custom Shopify apps (discounts, search, subscriptions, checkout) and the mobile apps.

Shopify, Magento 2, TypeScript, Node.js, PHP, Python, GraphQL, React, Flutter, Swift, PostgreSQL, BigQuery, AWS, Google Cloud, LLM and agent tooling

May to Dec 2021
Munich
IT security

Senior Full Stack Developer at Myra Security GmbH

Led the introduction of modern server-side-rendering frameworks and became one of the top three contributors to the codebase within months.

Nov 2019 to May 2021
Luxembourg
Adult entertainment

Senior Full Stack Developer at Docler Holding

Led the development of the in-house performance-management app and the rapid prototyping of mini-games, on a top-20 Alexa-rank platform.

Feb 2018 to Nov 2019
Barcelona
Ed-tech

Full Stack Web Developer at 3iPunt Solucions Informàtiques, Moodle partner

Chosen to work directly with Moodle HQ, the company's main technology partner, on Moodle Workplace, the enterprise edition of the learning platform.

Mar 2016 to Jan 2018
Barcelona
Ed-tech

Full Stack Web Developer at CV&A Consulting, Moodle partner

Became the go-to technical consultant for the company's biggest customers and one of the top contributors to the codebase.

Dec 2014 to May 2016
Barcelona
Ed-tech startup

Full Stack Web Developer at milPROFES

Joined the two founders as the company's sole developer and owned the delivery of its main product, front to back.

2010 to 2014
Martorell
Industry

Production Manager at Embalajes Hermo

Production planning and management, before moving into software.

How I lead

- Technical direction and architecture, with pragmatic engineering trade-offs between quality, cost and time.
- Roadmap and priorities agreed with the business; IT project management.
- Mentoring, frequent 1:1s and short sprints instead of micromanagement.
- Ownership of releases, operations and long-term maintainability.

Education

Civil Engineering, UPC BarcelonaTech, 2011 to 2016 (no degree). Erasmus semester at Mines d'Alès, France.

International Business, course, ESADE Business & Law School, 2015.

Production Planning and Management, diploma, SEAS, 2010.

Technology

Hands-on background across the stack: TypeScript/JavaScript, PHP, Python and SQL; React, Vue and Angular; Node.js, Laravel and Symfony; PostgreSQL, MySQL and BigQuery; AWS, Google Cloud, Docker and CI/CD; Shopify, Magento 2, Moodle and open-source software in general; LLM integration, chat agents and MCP connectors.

Speaking, awards and certification

Turning Moodle into a PWA, talk at MoodleMoot Global 2018.

Four hackathon prizes in 2016 and 2017, including **1st prize at HackEPS** (Universitat de Lleida) and 2nd prizes at hackathons run by Accenture with Microsoft and with Adobe.

Moodle MCCC 3.1, certified April 2018, grade 92.67 / 100.

Languages

Spanish and Catalan native, English fluent (EF SET certificate, C1/C2), German and French basic.