

# JOHN BREEN

Forward Deployed Engineer

Guelph, ON · 416-573-7768 · johnbreenbusiness@gmail.com · sedonastudio.ca

---

## PROFILE

Engineer and product leader who architects and ships AI systems that run the work, not just assist with it. I start by understanding how an organization actually operates, find where the friction is, then build, deploy, and refine systems that run continuously and get better over time. I own the full arc: the integrity of the data underneath, the transformation roadmap, and the production engineering that makes adoption real. Part product thinker, part engineer, always biased toward shipping measured outcomes.

---

## EXPERIENCE

### Digital Product Lead | Nightingale

2025 - Jul 2026

- Rebuilt the entire digital presence of a furniture manufacturer that has made seating since 1928, taking it from paper catalogs and a broken website to a custom Shopify platform. Owned the transformation roadmap and shipped it end to end across brand, platform, data, and AI.
- Digitized decades of product data (products, pricing, specifications, records) that lived on paper and in PDFs, moving it into a clean, de-duplicated Postgres database that answers questions with AI and generates price lists automatically. Shipped it as a standalone app with SKU-aware search.
- Designed and built production AI systems on AWS serverless (API Gateway + Lambda), including an autonomous imaging platform with generation queues, observability, and built-in lead capture; built a real-time 3D configurator with live pricing.

### Founder & Principal | Breener

2025 - Present

- Founded Breener, the technology partner for commercial furniture: brand, e-commerce, product data, and applied-AI systems for a legacy industry modernizing its operations. Full-stack delivery from strategy through production.

### Founder & Engineer | GiddyUp Sports

2021 - 2024

- Built automation tools that gave fantasy players a competitive edge across all four major North American sports on Yahoo, ESPN, and Sleeper; scaled to 10K+ monthly users on AWS Lambda and MongoDB, then acquired.

### Product Designer | Konrad Group (client: Deloitte)

2023

- Designed an AI-assisted enterprise search system for a global professional-services firm, serving a knowledge platform used in 150+ countries. Built it on a dual-model retrieval and generative architecture, tuned precision and recall, and delivered the AI proof of concept that made knowledge easier to find.

---

## EDUCATION

**Honours Bachelor, Global Business & Digital Arts** U. of Waterloo

2020 - 2024

**Computer Science** U. of Guelph

2018 - 2020

---

## SKILLS

**AI & Data** Production AI agents · Applied LLMs · Evals & observability · Postgres / Supabase · Convex · Data governance & integrity · AWS (Lambda, API Gateway) · MongoDB

**Engineering** React · React Native · JavaScript · Python · Tailwind · Three.js · Vercel

**Shopify** Custom themes (Online Store 2.0, Liquid, sections/blocks) · Metafields & metaobjects · Embedded apps (Polaris, App Bridge) · Admin & Storefront APIs (GraphQL/REST) · Webhooks

**Product & Leadership** Transformation roadmaps · Product strategy · Stakeholder adoption & change · KPIs & dashboards · UX/UI · Figma