

Alexander Griffin

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SUMMARY

Founding Product Design Engineer bridging product design and full-stack engineering across conversational AI and consumer products. At FarFetched AI, Alexander has designed, engineered and shipped enterprise-grade agentic platforms such as BigBreak.ai, LittlePiggy.ai and Stuckup.com using Claude Code, Figma, React, TypeScript, Next.js, and Tailwind CSS — deploying on Vercel with Supabase and AWS. Alexander is the inventor of SunShader, a patented laptop sun shade, with domain expertise in manufacturing in Asia and selling DTC.

EXPERIENCE

Product Design Engineer — FarFetched AI 05/2025 – Present

- Designed and engineered Stuckup.com, an AI greeting cards product earning hundreds of 5-star reviews, leveraging Claude Code and GPT-Image-2.5 to scale the end-to-end user experience.
- Designed and shipped BigBreak.ai, an agentic career system with a companion browser extension, achieving a 5x response rate and saving candidates 30+ hours per week by eliminating repetitive job application form-filling.
- Designed and built an agentic analytics dashboard for Amazon Sellers as SellerCentral.ai, taking the product from zero to profitability.
- Designed LittlePiggy.ai, a conversational investment advisor integrating 20+ investment strategies, agents, and APIs to deliver daily stock predictions currently outperforming the S&P500 by 8%.

Director of Product Design & Engineering — SunShader, Inc. 01/2020 – Present

- Developed a comprehensive brand identity, design system, and IP portfolio that underpinned a go-to-market strategy achieving a 14x Return On Ad Spend.
- Invented and patented two novel consumer products, SunShader Pro and SunShader Eco, overseeing all manufacturing in China, generating \$1.7m in sales and achieving Amazon Best-Seller status.

Design Engineer — Cleaver Square, LLC 03/2018 – 09/2021

- Designed and developed an enterprise e-commerce platform for Stuckup, a wall decor marketplace, onboarding top-selling artists and managing engineers and a marketing agency to scale revenue to \$750k/year.

Head of Brand Design — Orchestrate NYC

01/2016 – 01/2020

- Delivered brand identity projects for Fortune 500 clients, by creating a new brand called Everhome for Choice Hotels and product innovation for BiC and Coca-Cola.

Founder and CEO — Bouf.com Ltd

04/2011 – 05/2015

- Led Europe's first online marketplace for design-led homeware and gifts to acquisition by Sanoma PLC, by founding and scaling the business.
- Created a proprietary e-commerce platform, by building and managing engineering and product teams and translating business goals into product roadmaps.
- Secured capital to scale, by raising funding from 12 high-profile investors including partners at Passion Capital, Playfair Capital, and Salesforce executives.

EDUCATION

BA Hons (1st Class), Graphic Design — Arts University Bournemouth, United Kingdom 2007 – 2010

AWARDS & ACHIEVEMENTS

- Recipient, Shell LiveWire Young Entrepreneur of the Year Award, 2007
- Winner, Metro VentureCandy E-commerce Category, 2011
- Recipient, D&AD Best New Designer Award