Imran Aziz

Product Engineer and Founder

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summary

Product engineer who takes products from idea to store listing. Built and released apps on Google Play and the App Store as sole developer, co-founded two companies, and worked with teams across Europe, Asia and the Gulf. B.Eng Robotics, with UX, narrative and growth experience.

experience

Co-founder, Wiskers Sep 2026 – Present | Cambridge

B2B interactive advertising.

Part of the HN12 Venture Lab.

- Built the experience engine, company website and private console. Running a first pilot with defined success measures.

Founder, Cheezfish Jun 2025 – Present | London

Independent studio for apps, games and AI systems. Sole builder.

- **Bro & Arrow:** ragdoll archery game in Unity and C#, live on Google Play and the App Store with a few hundred downloads and daily active users. Automated build, signing, staged rollout and store listings through the store APIs.
- **BeatSeq:** 16-step drum sequencer for Wear OS and Apple Watch with Android and iPhone companions, live on both stores and post-revenue. 267 automated tests across Kotlin and Swift.
- **Echoes:** location-based audio app (Node.js, Express, PostgreSQL/PostGIS, Cloudflare R2, Clerk), live at echoes.cheezfish.com.
- Self-built automation platform across 7 machines, routing AI tasks through local models with approved cloud fallback.

Co-founder, CAFFY Nov 2024 – Present | Dubai

Nicotine-free caffeine pouch brand.

- Built the website, Stripe storefront, customer database and email and social automation. Live with first direct sales; pursuing institutional and wholesale partnerships.

Narrative Consultant, Independent Apr 2023 – Present | Remote

Main client DreaBenz Productions, Los Angeles.

- Ongoing writing and development on a US television series (pilot outline, scene work, revisions). Show bibles, ghostwriting and script consulting.

Blockchain Consultant and Copywriter, Legend Digital May 2022 – Mar 2023 | Dubai

- Led the rebrand of four subsidiaries and their marketing tooling. Doubled followers and raised click-through by 50%.

Senior Associate, Growth Marketing, Embark Oct 2021 – Mar 2022 | Dubai

- Set up marketing frameworks and brand image. Ran content and client outreach across Asia and Europe.

UX Engineer, Health-Connected Feb 2021 – Jul 2021 | London

- Led a remote web team in Ukraine on an agile process. Wrote UX copy and accessibility fixes.

Competitor, then Volunteer, UK Space Design Challenge 2015 – 2019

- Won the UKSDC in 2015 and 2016; took part in the ISSDC at Kennedy Space Center. Later a judge at Imperial College London heats.

skills

Build: Unity, C#, Kotlin, Android, Swift, watchOS, Python, JavaScript, Node.js, C, Java, MATLAB, SQL, Docker, machine learning, local LLM pipelines

Ship: Google Play and App Store release, test automation, build and signing pipelines, self-hosted infrastructure

Design: UX research and design, interaction design, accessibility, narrative and script development

Grow: Growth and content marketing, brand identity, client outreach, analytics, copywriting, process automation, public speaking, blockchain and Web3

education

B.Eng Robotics (2:1), Queen Mary, University of London Jul 2020

certifications

Google Analytics (Power User) | Bloomberg Financial Market Concepts | Datacamp Python (Intermediate) | Keysight Oscilloscope Workshop