

Ian Greenough

FOUNDING PRODUCT ENGINEER

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PROFESSIONAL SUMMARY

Founding product engineer with 15+ years joining early-stage startups at technical inflection points to establish frontend architecture, testing infrastructure, and full-stack systems. Specializes in TypeScript/React at scale, with growing full-stack ownership through Node.js/Express/PostgreSQL and AI-augmented development workflows. Ships end-to-end features and AI-integrated products without sacrificing quality.

PROFESSIONAL EXPERIENCE

Döppelscript – Founder

Feb 2026 – Current

- Founded Döppelscript, an AI writing tool that learns a user's voice from their existing writing and generates LinkedIn-ready content in that voice — shipped a working MVP in three days on Next.js 15, Express/TypeScript, Postgres (Neon), Cloudflare R2, BullMQ workers, and the Anthropic Claude API.
- Engineered a per-user voice extraction pipeline that analyzes uploaded corpora (LinkedIn exports, blog posts, PDFs) to derive a durable voice signature — sentence rhythm, vocabulary preferences, rhetorical patterns, banned terms — then reuses it on every generation to eliminate the "AI tell" that defeats generic writing tools.
- Built an in-line quality judge and refine/rewrite loop that scores every generation against the user's voice signature and flags drift toward generic AI cadence, paired with hard anti-slop rules (no em dashes, banned-word enforcement) to keep output indistinguishable from the user's own writing.

Liminary – Founding Engineer

May 2025 – Feb 2026

- Architected and maintained the Liminary app across 3 product surfaces (Chrome extension, web app, and injectable page overlays), authoring ~50% of the frontend codebase for an AI-powered research tool in a team of 4.
- Built AI-powered product features including streaming LLM response handling, prompt interface design, and embedding-based retrieval, delivering a research tool that achieved 20x DAU growth during early beta.
- Restructured and stabilized a noisy, regression-prone codebase, reducing regressions by ~90% over 10 months through systematic refactoring and migration from JavaScript to TypeScript.

The Rounds – Staff Software Engineer

Aug 2022 – Apr 2025

- Led a complete JavaScript-to-TypeScript migration across the codebase, improving type safety, reducing runtime errors, and accelerating code reviews over a ~2.5-year tenure.
- Co-designed a prototype for the Psychic Home Manager, an AI-powered, preference-driven shopping cart, brainstorming personalization plans ahead of the LLM-driven recommender wave.
- Partnered with product and growth to run a series of experiments on the signup, onboarding, and conversion flows, contributing to a 150% increase in average order value through iterative, data-driven improvements.

Arketa – Founding Engineer

Apr 2021 – Aug 2022

- Joined as founding engineer when the platform served ~100 fitness studios and shipped 8+ major features (POS, checkout, scheduling, media pipelines) that helped grow the client base to 500+ within 16 months.
- Re-architected the frontend from a fragile, debt-heavy codebase into a standardized, component-driven system, enabling the 3-person engineering team to iterate significantly faster on new product lines.

Daily Harvest – Senior Frontend Engineer

Apr 2019 – Apr 2021

- Drove a full Angular-to-React migration for a high-traffic DTC e-commerce platform, doubling developer velocity and unblocking the team to ship faster across multiple product lines.
- Built a framework-agnostic Redux state bridge that allowed Angular and React components to share application state during the migration, enabling incremental adoption without rewrites or data duplication.

TECHNICAL SKILLS

Core – TypeScript, JavaScript, React.js, Vue.js, Next.js App Router/Server Components, Node.js, Express

AI/LLM – Multi-model AI development workflows (Claude Code, Cursor), OpenAI Embeddings, pgvector, Prompt Engineering, Streaming Completions

State & Data – Redux/Redux Toolkit, Zustand, TanStack Query, Apollo GraphQL, PostgreSQL, Firebase

Styling – CSS, SCSS Modules, Tailwind

Testing – Mocha, Jest, Vitest, Cypress, Playwright

Tooling – Vite, Webpack, Turborepo, Railway, CI/CD, Chrome Extensions, Expo/React Native

LINKS & WORK

GitHub: github.com/nullvoidundefined

LinkedIn: [linkedin.com/in/ian-greenough-76386959](https://www.linkedin.com/in/ian-greenough-76386959)

EDUCATION

Sacramento City College – Web Design/Graphic Design

2006 – 2008