Introducing our Development Teams

We believe in full-stack teams that own their roadmap and ways of working. Since the boundaries live over time, teams also name themselves. Teams have diverse skills ranging from design and frontend to backend and DevOps, allowing them to build anything from their roadmap with minimal dependencies.

DYNAMO

Owns creation and management of dynamic ads campaigns on Facebook. Implementing the newest Facebook dynamic ads features on Smartly as well as building innovative ways to help our customers manage their campaigns. Works mainly with TypeScript, React, Ruby on Rails, Cassandra, PostgreSQL.

AQUEDUCT

Builds a solution to enable feed-based advertising on all of our supported social platforms in Smartly. Aiming to allow our customers to define feeds once then use them across channels. Works mainly with Ruby on Rails, Kotlin, PostgreSQL, ElasticSearch.

AUTOPSY

Builds fully automatic optimization features that improve both short and long term performance for our customers. Backend getting refactored with TypeScript and NestJS, frontend with React.

SENATORS

Owns the ad creation services. Works with technologies like React, Redux, TypeScript,

PostgreSQL, Redis, and Kubernetes. Refactors our original frontend to make the ad creation process as hassle-free and intuitive as possible for our users.

MIDAS

Beautifully effective ads are part of campaigns and this team owns the campaign creation and management process for our customers advertising on Facebook. Team is working with React and Typescript when building new services and when we extract functionality from the PHP code-base. Midas also maintains a share of the PHP codebase. Other Smartly teams also leverage the teams work through the APIs the team has built.

AWESOME

Extends our product to support new social media. Currently working on Pinterest. Integrates with the work from many other teams. Works with TypeScript, React, Redux, Node.js, GraphQL and PostgreSQL.

BOBBY TABLES

Builds the data-heavy core view of the Smartly.io app. Operates the reporting infrastructure and data pipelines, with a database containing multiple terabytes of measurement data. Works with a sharded PostgreSQL, React, TypeScript, Node.js, Ruby on Rails, Citus, and RabbitMQ.

KINO

Owns the video and image templating tools that are a flagship feature of our product. Renders millions of videos from product catalogs' static assets. Works with TypeScript, React, Redux and Node.js.

GRADIENT

Empowering testing cycle in creative production teams with help of formal and informal analysis tools, tagging capabilities. Works with TypeScript-powered NestJS and React.

ARTEMIS

Builds our asset library where our users organize their creative assets. Owns asset storage.

Focuses on enabling effective asset and creative workflows across the whole tool. Works with React, TypeScript and some Ruby on Rails.

AETHER

Responsible for cross-cutting platform functionality, notifications, identity, and access management. Works with TypeScript, Node.js, and React.

VALUE FOR LIFE

Automates operations by creating internal BI tools, dashboards, and metrics for product teams, billing, sales tools development, and internal data warehouse development. Mainly Ruby on Rails backends, PostgreSQL databases, and interfacing with external business-critical tools.

GRAHAM

Expands the Smartly.io app to support a new social media. Currently exploring Twitter and Snapchat. Works with TypeScript, Node.JS, PostgreSQL and React.

VULCAN

Owns the wide variety of things which make other developers productive and happy: UI components library, dev environment tooling for our cluster, CI / CD pipeline. Works with TypeScript, React, Ruby, Python, Github Actions, Jenkins, and Kubernetes.

DEVOPS

Taking care of the production environment, databases, monitoring and logging infrastructure. Gladly helps development teams with getting services to production. Works with Ansible, Kubernetes and various databases and services.

DATA SCIENCE

Uses machine learning and statistical modelling to build robust, fully automated optimisation features and other data-driven tools for our customers. Works mostly with Python, and always in close collaboration with other development teams when taking code to production.