

# Antun Karlovac

San Francisco, CA • 510 282 1007 • [antun@antunkarlovac.com](mailto:antun@antunkarlovac.com)

## Summary

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Technical director with full-stack skillset and extensive experience in ecommerce.

## Experience

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### Independent Consultant

Mar 2023 – present

- Optimized performance of web application resulting in >50% performance improvement.
- Worked with LLM APIs, and 1P/3P models.

### Astound Commerce (acquired Fluid, Inc. in 2018)

2013 – 2023

#### Technical Director

Jun 2018 – March 2023

Managed an internationally-distributed team of architects and engineers. Also acted as a hands-on **engineer**, and **solution architect**, building solutions with React, Node, JavaScript, Docker, and AWS. Managed Configure SaaS program through entire lifecycle – presales, discovery, scoping, through implementation, launch, and ongoing technical account management. Collaborated with clients to understand how our software could satisfy new and interesting use-cases, prototyped, architected and implemented solutions.

- Mentored team in transition from Configure implementation work, to headless ecommerce development, using SFCC, PWA Kit, React, Next.js, GraphQL, and headless CMSs like Contentful and Sanity.io.
- Coached teams in implementation of DevOps practices (CI, automated testing), and Agile development.
- Managed training and handoff of Configure program to buyer.

#### Director, Product Implementation

May 2014 – Jun 2018

Built a team of engineers and architects, from hiring to onboarding, training, and mentoring. Fostered a culture of ownership, driving componentization and standardization across client implementations. Produced POCs to validate novel uses of the Configure SaaS product, to get acceptance from clients and internal teams. Acted as hands-on member of engineering team. Built browser extensions for debugging.

- Grew team by 20+ people (7 direct).
- Launched 30+ clients on the Configure SaaS platform, including Luxottica, Louis Vuitton, JC Penney, Stance, and Yankee Candle.
- Re-aligned implementation program from a SaaS-style lean-effort model to an agency-style services business.

#### Solution Architect / Technical Project Manager

Feb 2013 – May 2014

Took control of Fluid's largest - and heavily troubled – SaaS implementation project for Reebok, guided them to a successful launch, restoring the client's confidence.

- Developed a predictable, repeatable implementation process for customers, from presales, through onboarding and requirements, to launch, and support.

## Laszlo Systems

2002 – 2013

### Technical Project Manager

Apr 2010 – Feb 2013

Managed a \$4M+ dollar, internationally-deployed rich internet application project for Warner Bros., from requirements through production launch. Architected/prototyped solutions to engineering hurdles throughout development.

- Managed \$1.5M change request process.
- Delivered overall project on schedule.

### Technical Lead

Sep 2009 – Apr 2010

Lead 10+ developer-team effort to design and implement the Valspar Virtual Painter application. Built functional POCs during RFP to sign deal.

### Manager, Support & Training

Sep 2004 – Sep 2009

Built and managed a technical training and support program around our open-source platform, OpenLaszlo. Designed curriculum for hands-on, instructor-led classes for software engineers. Initially acted as principal instructor, then later leveraged partners to deliver training classes in order to scale the business. Evangelized the OpenLaszlo platform through webinars, talks, and direct engagement with the developer community.

- Created a scalable support and training business, from scratch, which accounted for 1/5 of company revenues.
- Recruited and managed a team of 5 highly-technical support engineers.

## Education

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University of Westminster • Mechanical Engineering

## Technical Skills

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JavaScript • React • Redux • Node.js • TypeScript • Jest • Puppeteer • CSS • HTML • SASS  
Python • Pandas • Bash • Ruby on Rails  
Docker • Vagrant • NPM • Git  
Amazon Web Services (AWS) • EC2 • S3 • Lambda  
Salesforce Commerce Cloud (SFCC)  
Linux • Apache • MySQL • PHP  
Photoshop  
English • Croatian • French

## Links

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LinkedIn • [linkedin.com/in/antunkarlovac.com](https://www.linkedin.com/in/antunkarlovac.com)

Website • [antunkarlovac.com](https://antunkarlovac.com)

GitHub • [github.com/antun](https://github.com/antun)