

SJ HOMER

HEAD OF ENGINEERING · REMOTE

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As a seasoned leader in digital solutions, my passion for AI and its transformative potential drives everything I do. With two decades in the digital space, I've honed expertise in Developer Management, Solution Architecture, and Product Management.

My journey began in development, and over the years, I've grown into a strategic leader, bridging the gap between technology and creativity to deliver innovative, high-quality digital products.

With the capabilities of AI for productivity expanding, my goal is to lead teams in redefining digital development through AI-driven workflows, automating processes, and creating scalable solutions that enhance productivity, user experience, and business outcomes.

EXPERIENCE

Battlefy

Jun 2022 – Present

Head of Engineering

Jan 2024 – Present

Lead all engineering functions following the CTO's departure, acting as the primary technical and strategic leader for the company's technology roadmap.

Drive cross-functional collaboration with Product, Design, and Business teams to align engineering initiatives with company growth and customer needs.

-40% Reduced infrastructure costs by 40% through targeted optimizations in scaling, caching, and resource allocation.

+50% Spearheaded AI-assisted development workflows, improving engineering productivity by 50% and reducing operational bottlenecks.

Designed and led the incremental migration of a legacy Angular application, introducing a React-based, accessible-first component system while ensuring a safe, scalable transition.

Automated content translations using AI, streamlining localization efforts and improving global accessibility.

Developed and integrated multi-user end-to-end testing framework, ensuring robust test coverage for complex scenarios.

Engineering Manager

Apr 2023 – Dec 2023

Led large-scale engineering initiatives, ensuring alignment with company objectives and industry standards.

Cultivated a high-performance culture, mentoring engineering and fostering innovation and agility within teams to drive excellence and efficient project delivery.

Acted as the bridge between engineering and executive leadership, driving technical strategy and business alignment.

Senior Staff Engineer

Jun 2022 – Apr 2023

Set the technical direction for competitive gaming platforms, balancing cutting-edge solutions with practical implementation strategies.

Led key engineering projects, ensuring technical excellence, best practices, and scalability.

Fostered a culture of collaboration and continuous learning, mentoring engineers to elevate team performance.

Therefore Interactive

Dec 2014 – May 2022

Frontend Development Lead

Apr 2019 – May 2022

Spearheaded multiple projects including a Decoupled E-commerce, and Cryptocurrency Solutions, leading all aspects from product strategy to technical execution.

Drove UX design, project management, technical strategy, and development, resulting in highly successful, user-centric applications.

Managed cross-functional remote teams, ensuring timely delivery of projects while maintaining high-quality standards.

Technical Architect

May 2018 – Apr 2019

Working to transform the strategic processes, methods, and technical standards around front-end development and componentization within the company.

Leading various projects from conception to completion, leveraging pull requests and code reviews to adhere to better standards.

Enhancing the tooling and build processes to bring efficiencies to the team while working to decrease project complexity.

Mentoring remote team members to enhance their hands-on skills for projects and development.

Senior Web Developer

Dec 2014 – May 2018

Assisted in delivering an ecommerce SPA, making impactful contributions and improvements for a successful launch.

Assisted and lead in the construction, agile management, UX, and componentization of various marketing sites.

Assisted in audits to provide a solid UX for all devices, working with the designers to conceptualize mock ups, assist in user feedback testing, and applying the resulting changes to projects.

Building and enhancing an automated testing suite for behaviour driven development.

Leading research and development into tooling and libraries leveraging modern web components, testing, and work flow to bring the organization cutting edge solutions for new projects.

RC Design • Newmarket, Ontario

Oct 2009 – Dec 2014

Web Developer

Oct 2009 – Dec 2014

Led website conception, design, and development, delivering tailor-made solutions to clients.

Developed and iterated an in-house CMS framework, significantly enhancing project efficiency and client satisfaction.

Collaborated with multiple departments to ensure project alignment with client specifications and deadlines.

SteelSeries (formerly Ideazon) • Greater Toronto Area

Apr 2005 – Sep 2009

Web Developer

Nov 2007 – Sep 2009

Assisted in installing and configuring a revised webstore using the Magento framework, which included a customized layout and formatting to branding generated reports.

Guided web initiatives from all aspects by executing and leading projects from creation through deployment.

Administered and maintained web servers, which allowed consistent performance for the company's websites.

Intranet Web Developer / QA Engineer

Apr 2005 – Nov 2007

Administered and developed the company's ERP system, ensuring uninterrupted management productivity during critical transitions.

Conducted in-depth research and quality assurance for gaming hardware, contributing to product development and competitive strategy.

SKILLS

Leadership: Engineering leadership, Technology roadmap, Mentoring, Cross-functional alignment, Remote teams

Architecture: Solution architecture, Scaling and caching, Incremental migration, Componentization, Cost optimization

Frontend: React, TypeScript, Angular, Accessible component systems, Web components, Decoupled e-commerce

AI: AI-assisted development, AI translation pipelines, Workflow automation

Quality: Multi-user end-to-end testing, Behaviour-driven development, Code review standards

INTERESTS

I use meditation to help stay balanced and focus on my goals. I pursue creative endeavours through voice acting, writing, and music. I'm an avid fan of science fiction and fantasy, as well as roleplaying games. Working remotely has afforded my wife and I to live in a region we only dreamed of retiring in, and our next journey is building a tiny home with a homestead to live more sustainably.