

Joe Lynch

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Over the past decade, I've earned product judgement through real users, real decisions, and real consequences that were mine to live with. I have 14 years engineering experience and 9 years building and owning products end-to-end. That hard-earned judgement is what I am looking to bring to a team.

Summary

2009-2017: Built a foundation in software with engineering roles across various businesses.

2017-2026: Gained extensive product experience by building my own products, businesses, teams, and customers.

2022–2026

Founder, Product & Technical Lead – *Unreleased Game*

- Built a web-based, persistent, economy-driven multiplayer game focused on item collection, class balance, player progression, and other role-playing game elements.
- Placed discipline above passion and cut the scope aggressively by ~40% when evidence showed that the complete vision could not be delivered, redefining the product as was necessary without abandoning it.
- Regularly pressure tested ideas with genuine market research to help inform the product's direction rather than relying on intuition and experience alone.
- Adopted agentic AI to increase the quality and speed of product decision making, development, and testing.

2020–2026

Founder, Product & Technical Lead – *thatsmybis.com*

- The success of this product was the cumulative result of years of deliberate product decisions and prioritizing customers.
- Founded, built, and operated a vertical SaaS platform for gaming community management.
- Shipped within 2 months, then grew organically through word of mouth to 400k users and 50k peak MAU.
- Prioritized lean systems, reducing hosting costs by >66%, response times by >50%, and support costs by >95%.
- Endlessly invited customer feedback, then used it to build the right systems to solve their problems.

2017–2020

Founder, Product & Technical Lead– *nubbl.com*

- Founded a two-sided SaaS marketplace designed to connect game creators with one another and their audience.
- Shipped in 4 months, generated 12k registrations, built a community of thousands, spent \$0 on marketing.
- Informed product direction by interviewing both consumers and business owners to understand their needs.
- Recruited a small team, sought investors, worked with incubators, partnered with businesses, started a startup.

2020–2021 (part-time)

Product Manager – *Humanatronix Agency*

- Joined an existing team, helped define and choose direction, and introduced process and structure.
- Translated leadership priorities into an actionable roadmap, backlog, user stories, and clear requirements.
- Established and led Agile rituals: cycle planning, backlog grooming/review, sprint retrospectives, and standups.
- Defined goals, aligned priorities, communicated objectives, controlled scope, and added organization.

2011–2017, 2019, 2021

Software Foundation

- 2021 **Senior Full-Stack Software Engineer** – *Formative (Series A education platform)*
- 2019 **Senior Full-Stack Software Engineer** – *Confidential Client (Gov't contractor)*
- 2016–2017 **Full-Stack Software Engineer** – *Engine Digital (Digital product agency)*
- 2013–2014 **Full-Stack Software Engineer** – *Blackline Safety (Connected worker safety platform)*
- 2012 **QA Software Engineer** – *jNetrix Systems (Legacy telecom systems)*
- 2011–2012 **Back-End Software Engineer** – *Empire Life (Enterprise insurance systems)*
- 2008–2009 **Computer Technician** – *JCS Computers (Computer repair storefront)*

2009–2012

Software Engineering Diploma – *St. Lawrence College*

Skills

Product: Product Management • Product Ownership • Technical Product Management • Product Strategy • Product Vision • Product Discovery • Product Execution • 0→1 Product Development • End-to-End Product Lifecycle • Roadmapping • Prioritization • MVP Development • Scope Management • Product-Market Fit Validation • Opportunity Sizing • Hypothesis Validation • Product Analytics • KPI Analysis • Risk Assessment

Discovery & Research: Customer Discovery • User Research • Market Research • Competitive Analysis • TAM / SAM / SOM Analysis • Data Analysis • Data-Informed Decision Making • Technical Discovery • Technical Feasibility Assessment

Delivery & Leadership: Requirements Gathering & Definition • Product Requirements • Functional Requirements • User Stories • Backlog Management • Backlog Refinement • Sprint Planning • Product Documentation • Agile / Scrum • Agile Delivery • Product Prototyping • UX & Workflow Design • Workflow Optimization • QA & Testing • Process Improvement • Stakeholder Management • Stakeholder Alignment • Cross-Functional Collaboration • Cross-Functional Leadership • Product & Technical Trade-offs

Products & Business Models: SaaS • B2B SaaS • B2C • B2B2C • Marketplace Products • Platform Products • Workflow SaaS • Live-Service Products • Gaming Products • Virtual Economies • Creator Products

Technical & AI: APIs & Integrations • Solution Design • Software Architecture • Full-Stack Development • Web Development • SQL • Databases • Cloud Infrastructure • AWS • Performance Optimization • Reliability • Scalability • Cost Optimization • Technical Leadership • Generative AI • Large Language Models (LLMs) • AI Prototyping • AI-Assisted Product Development • AI-Assisted Software Development • AI-Accelerated Development • Agentic AI Workflows • Test Automation