

Opey Adeyemi

(+1) 587 830 4134 | opeyadeyemi@gmail.com | opeyadeyemi.com

Product engineer who designs, builds, and ships production software close to customers. Built and led Shopify products at Rokt Aftersell to \$7M+ and \$30M ARR. Most effective turning ambiguous problems into working, well-crafted systems.

EDUCATION

The University of British Columbia Sept 2018 - Apr 2022
B.Sc. Honours, Computer Science | GPA - 4.0 (Avg. 96%)

EXPERIENCE

Product Manager / Lead @ Rokt Aftersell Feb 2025 - Current | Calgary, AB

- Led and managed a team of 4 to build a \$7M+ ARR category-leading Shopify app within our suite.
- Shaped technical and commercial strategy for a \$120M+ ARR business unit.
- Identified 2 net-new product lines based on customer signal and competitive gaps, ran lightweight validation sprints, and brought both to market within a quarter.
- Shipped an AI cart builder via LLM prompt and import pipeline, cutting app setup to under 5 minutes.

Product Engineer @ Rokt Aftersell Sept 2023 - Feb 2025 | Calgary, AB

- Scaled engineering from 4 to 18 post-acquisition; built hiring, processes, and team leadership.
- Rolled out AI coding tools (Cursor, later Claude Code) across the org, increasing PR output ~5x.
- Integrated Rokt's ad product into Aftersell's Shopify SMB base, growing it to \$30M ARR.
- Built Upcart Discounts, a rules engine that auto-applies discounts, free gifts, and free shipping based on cart conditions; adopted by 3k+ stores.

Full-Stack Engineer @ Pallet May 2022 - Apr 2023 | New York, NY

- Generated an 87% increase in sign-up conversion by redesigning the sign-up flow to remove friction points.
- Boosted the number of weekly paid subscription leads by 21% by designing and implementing a freemium tier of a core recruiting product offering.

Lead Full-Stack Engineer @ UBC Sept 2020 - Apr 2022 | Kelowna, BC

- Built an open-source JUnit5 testing library and automated test data creation, cutting testing overhead 80%+ and saving \$100K+.
- Scaled team formation tool to be used in 12+ courses by 1000+ students by leading both design and development efforts while overseeing a team of 5 student developers.

PROJECTS

Upcart Cart Drawer & Upsell - Shopify app Sept 2023 - Current

Next.js, React.js, Node.js, TypeScript

A category-leading cart drawer configuration and dynamic upsell tool. 40,000+ businesses leverage our app suite to boost sales and conversions on their stores. Rebuilt into the LLM-powered Aftersell Cart.

Pallet Recruiter - Community-Based Recruiting May 2022 - Apr 2023

Next.js, React.js, Node.js, TypeScript, Apollo GraphQL, Django, Python

A hub for recruiters to source and manage candidates, while empowering leaders to better connect their communities to opportunities. Used by 450+ startups and 100+ communities.

SKILLS

Languages, Frameworks, & Tools

LLM-assisted development (Claude Code, Codex, MCP servers), Python, TypeScript, Node.js, JavaScript, CSS, SASS, HTML5, Java, Django, Next.js, React.js, Apollo GraphQL, REST API, Django REST Framework, PrismaORM, Graphene, Figma, Git, Github, Adobe Creative Suite, JetBrains IDE Suite, Linear, Vercel, Mixpanel, Sentry, Docker, Google Cloud Platform, Graphite, Trello, Jira.