

Kuve — stabilising a live marketplace and leading an 11-person team to ship on tight timelines

Development Team Lead · Services & e-commerce marketplace · 2026

11-person team CROSS-FUNCTIONAL TEAM LED	2 weeks PRODUCTION BACKLOG CLEARED	3 weeks STANDALONE-STORE REBUILD	2 integrations DELIVERY + KYC SHIPPED
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CONTEXT

Kuve is a services and e-commerce marketplace connecting shoppers with providers and stores. I joined as Development Team Lead, owning frontend technical direction and leading a cross-functional team of 11 — 3 frontend, 4 backend, 1 AI engineer, 1 DevOps, and 2 QA. The platform had accumulated production issues and needed several substantial new capabilities to grow.

THE CHALLENGE

- Inherited a live platform carrying a significant open-issue backlog that affected the shopper and admin experiences.
- Lead a multi-disciplinary team of 11 while staying hands-on with the hardest frontend problems.
- Ship major features — standalone storefronts, logistics, and identity verification — on aggressive, weeks-not-months timelines.

APPROACH & KEY DECISIONS

Stabilise before building

Rather than pile new features onto a shaky base, I triaged and **cleared the entire production issue backlog within two weeks**, restoring reliability across the shopper and admin platforms first — so everything built afterwards stood on solid ground.

Lead cross-functionally, stay hands-on

I set frontend architecture and code-review standards across the 3 frontend engineers, and coordinated closely with backend, AI, DevOps and QA to keep delivery aligned — while personally taking on the hardest features rather than stepping back into pure management.

Standalone storefronts in 3 weeks

Rebuilt the system that lets registered shoppers launch their own branded stores on the platform — store setup, product management, and the shopper-to-seller flow — delivered in three weeks.

Compliance and logistics, fast

Delivered a **shopper KYC verification flow in two weeks** to onboard sellers compliantly, and integrated **Fez Delivery in two weeks** for automated logistics and fulfilment — both on typed service layers with strict validation.

WHAT I BUILT & LED

- **Team leadership** — technical direction, architecture reviews, and code-review standards across an 11-person cross-functional team.
- **Production stabilisation** — full open-issue backlog cleared within two weeks.
- **Standalone-store platform** — branded storefronts for registered shoppers, rebuilt in three weeks.
- **Shopper KYC verification** — compliant identity-verification onboarding, in two weeks.
- **Fez Delivery integration** — automated logistics and fulfilment, in two weeks.
- **Core marketplace features** — categories, featured & popular providers, cart, and product-request flows, on typed service layers with a shared component library.

Stack: React · Next.js · TypeScript · Tailwind CSS · shared component library · Monnify payments · Fez Delivery · typed service layers

OUTCOME

Restored production stability within the first two weeks, then led delivery of three major capabilities — standalone storefronts, shopper KYC, and delivery integration — each on a multi-week timeline. Established shared frontend architecture and review standards that raised consistency across the team.

WHAT THIS PROJECT SHOWS

Technical leadership paired with hands-on delivery: stabilising a live product under pressure, leading a cross-functional team of 11, and shipping substantial, compliance-sensitive features on tight timelines without trading away quality.