

GIULIO GAROFALO

Qualified Information Engineer (Italian state examination, Section A)

Fractional CTO · Growth Engineer · Customer Success Engineer

Software engineer, eleven years across enterprise consulting and my own products: e-commerce platforms for luxury brands at Accenture and Deloitte, AWS cloud architecture, leading Facile.it's optimisation team and Octopus Energy's Italian front-end, architecture design at Sky. Since 2025 I have been building and running six SaaS products of my own. I work with companies that have a technical product to grow and want someone to take responsibility for all of it — architecture, team and delivery — keeping technical decisions and what they cost in the same conversation.

Experience

Nov 2025 — present
Milano, IT

Founder and consultant · technology consulting studio

GrowFlow Studio

Independent technical consulting: SEO and GEO, design systems, e-commerce, headless CMS and web development.

- SEO and GEO (generative engine optimization): structured data, entity knowledge graphs and content built to be cited by generative engines, not merely indexed.
- Design systems and front-end on Vue 3/Nuxt 4 and Next/React 19, with headless CMS (Strapi, WordPress) and Cloudflare delivery.
- OpenLegis, an independent project: an OSINT platform over Italian and European public data, built on a knowledge graph of the relationships between norms and on a set of connectors to official sources — Normattiva, the Chamber and Senate, EUR-Lex, the Constitutional Court, CKAN, Eurostat. The connectors are open source: RepublicMCP, published on npm, queries the Chamber and Senate SPARQL endpoints directly.
- MCP (Model Context Protocol) servers in TypeScript and Python, connecting business systems to AI agents.

Python, Vue 3, Nuxt 4, Next.js, React 19, GraphQL, REST, MCP, Cloudflare, Strapi

Jan 2025 — present
San Severo (FG) /
Milano, IT

Founder & CTO

ShopBrain SRL (startup innovativa)

Six SaaS products in production, designed and built in-house: architecture, development, infrastructure and go-to-market.

- ShopBrain: a conversational assistant for e-commerce that answers from a store's real catalogue data, integrated with Shopify and WooCommerce and available on the website, WhatsApp and Telegram.
- Around the product, a set of B2B applications — bookings, shipment tracking, sites for micro-businesses — sharing one infrastructure: centralised Stripe billing, SDKs published to npm and PyPI, multi-database PostgreSQL, containerised deploys and integration tests against real databases.

- RAG systems and agents over domain data, with mandatory source citation — the constraint that makes an output verifiable rather than merely plausible.
- Product compliance with the EU AI Act and Italian L. 132/2025, GDPR and chatbot transparency: obligation analysis, risk classification and technical documentation.

TypeScript, Python, Go, FastAPI, Next.js, PostgreSQL, Redis, Docker, Stripe, LangGraph

Jun 2025 — Oct 2025
Germania (remoto)

Software Architect

Sky

Technical design and hand-off to delivery teams at an international media group, in a SAFe environment.

- Turned requirements into implementable architectures, evaluated alternatives and handed designs over to delivery teams.
- Architecture documentation as a project artefact: decisions recorded and justified, not reconstructed after the fact.
- Pull-request code review and technical support to teams on blockers and implementation choices.

SAFe, Architecture Decision Records, Agile

Jul 2023 — Apr 2025
Milano, IT

Senior SEO Full-Stack Engineer

Facile.it

Led the SEO engineering team of a comparison platform serving millions of users, from concept to release.

- Planned and coordinated the SEO team alongside marketing and design in one cycle — technical choices debated before release, not after.
- Technical SEO and performance at scale, where every millisecond and every rendering rule has a measurable effect on organic traffic.
- Refactored legacy code to pay down technical debt, in TypeScript on Docker, with functional and end-to-end tests covering regressions.
- Managed secrets and resources across CI and Kubernetes, and wrote technical documentation for internal teams and external contributors.

TypeScript, Docker, Kubernetes, CI/CD, Jira, Figma, Playwright

Oct 2022 — Apr 2023
Milano, IT

Senior Front-End Lead

Octopus Energy

Led the Italian front-end of a European energy utility, in a team distributed across several countries.

- Coordinated the Italian technical team with colleagues across countries and cultures, translating between marketing requests and technical constraints.
- Managed workload and information flow across the organisation, using recurring retrospectives as the correction mechanism.

React, TypeScript, Apollo, GraphQL, Python, Django, Vercel, CircleCI

Jun 2020 — Aug 2022
Milano, IT

Full-Stack Web Developer

Liferay

Product development on an open-source enterprise platform (CE, SaaS and DXP), in an international team.

- Maintained and evolved core functionality and internal front-end components, including the product e-commerce features.

- Handled patches, customisations and releases on a product installed at third parties, where every change had to survive versions I did not control.

React, D3, Java, Maven, JSP, Tomcat, REST, Jest, React Testing Library

Dec 2019 — May 2020
Milano, IT

Full-Stack Web Developer

Thux srl

Front-end development and REST API integration in a small consulting and product team.

Django CMS, Vue.js, D3, Ionic, Mercurial

Mar 2019 — Dec 2019
Milano, IT

Full-Stack Cloud Developer

Deloitte

Designed and ran cloud architectures for large fashion and manufacturing companies.

- Infrastructure as code with CloudFormation and serverless applications: environments rebuildable from scratch and auditable after the fact.
- Data and ETL pipelines on Redshift, Glue, SQS and Kafka, over MySQL and PostgreSQL databases.

AWS Lambda, CloudFormation, Node.js, Python, Redshift, Glue, Kafka, API Gateway

Jul 2017 — Mar 2019
Milano, IT

Full-Stack Developer

Accenture

E-commerce platforms for major fashion and eyewear brands, front-end and back-end.

- Built e-commerce platforms on AEM with SAP Hybris integration, servlets and custom REST services.
- User and e-commerce tracking with Tealium, Adobe DTM, Google Tag Manager and Analytics: custom dimensions, checkout funnels, and verification of what was actually being collected.

AEM 6.3, SAP Hybris, Java, Sling, React, Redux, Node.js, Tealium, GTM

Sep 2016 — Apr 2017
Torino, IT

Software Developer

Conversa s.r.l.

Built sites and portals on WordPress, eZ Publish and Symfony in a small team.

PHP, Symfony, WordPress, Twig, jQuery, Git, Vagrant

Jan 2015 — Apr 2017
Venezia, IT

Co-founder & Developer

Henable soc. coop.

Co-founded a social cooperative building digital services for disability: development, training, and work with third-sector organisations and public administration.

- Web development with WAI-ARIA accessibility standards applied in earnest, because the end users were people with disabilities.
- Public speaking at events and hackathons, some organised first-hand; pitching and business planning to public bodies and funders.

WordPress, WooCommerce, Bootstrap, Stripe, WAI-ARIA, Illustrator, Photoshop

Skills

Languages and runtimes

TypeScript, JavaScript, Python, Go, Java, PHP, SQL, Bash

Front-end and design systems

React 19, Next.js, Vue 3, Nuxt 4, Tailwind, Storybook, Accessibilità WAI-ARIA

Back-end and APIs	Node.js, FastAPI, Django, REST, GraphQL, MCP, PostgreSQL, Redis, MongoDB
Cloud, infrastructure and delivery	AWS, Google Cloud (GCP), Docker, Kubernetes, CI/CD, Infrastructure as code, Cloudflare, Render, Netlify
Applied AI	RAG e LightRAG, Embeddings e ricerca semantica, Agenti e tool use, LangChain · LangGraph, MCP (Model Context Protocol), Google AI Studio, Hugging Face, Ollama, Fine-tuning, Knowledge graph
Technical SEO, GEO and analytics	Core Web Vitals, Dati strutturati Schema.org, GEO, GA4, Search Console, Tag management
Compliance and data governance	GDPR, AI Act e L. 132/2025, Accessibilità, Data retention, Audit logging
Data, ETL and analysis	pandas · NumPy, DuckDB · Polars, Pipeline ETL, AWS Glue · Redshift, Kafka · code di messaggi, Analisi di log su larga scala, Dashboard e visualizzazione (D3, Highcharts)
Open source and integrations	Pacchetti pubblicati su npm e PyPI, Progetti open source propri, Esperienza enterprise in azienda open source (Liferay DXP), Integrazioni con sistemi proprietari: SAP Hybris, Adobe Experience Manager, Tag e analytics: Tealium, Adobe DTM, Google Tag Manager, CMS headless: Strapi, WordPress, Django CMS

Clients

d'Arapri — Traditional-method sparkling wine house in Puglia since 1979: four-language editorial site, headless CMS and cellar-experience booking.

signorg.ai — Platform for the vinyl record trade: unified search across marketplaces, inventory management and an AI assistant.

Education

2023 — 2025

Master's Degree in Management Engineering (LM-31) 90/110

Universitas Mercatorum, Milano, IT — EQF 7

The degree behind the engineering qualification and the management side of the practice.

2014 — 2015

First-level postgraduate Master in Digital Management

Università Ca' Foscari Venezia / H-Farm, Roncade (TV), IT — EQF 7

Startup management, business model canvas and planning, project management, public speaking, SEO and web analytics.

2011 — 2013

Bachelor's Degree in Economics and Business Management (L-18) 88/110

UNINT — Università degli Studi Internazionali di Roma, Roma, IT — EQF 6

Business management, process analysis and corporate information systems.

Qualification

Licence to practise as an Information Engineer (Italian state examination)

Section A — information sector · September 2026 sitting

Registration with the professional order in progress.

Languages

Italian Madrelingua

English C2 comprensione e scrittura · C1 produzione orale (self-assessed, not certified)