AVAILABLE NOW

Doug Silkstone

Lead product engineer and growth consultant.

I am an operator. I work out what should exist, design it, build it, get it found, sell it, and stay until it pays. 15 years of engineering, growth and product work, the last ten consulting through WithSeismic, plus software businesses I founded, ran and sold.

Product engineering

Specs to prototypes to shipped products, with tests and review.

Design

Product and interface design, design systems, motion and 3D on the web.

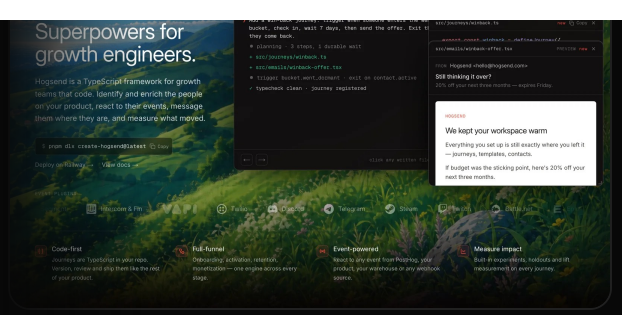
Growth and user acquisition

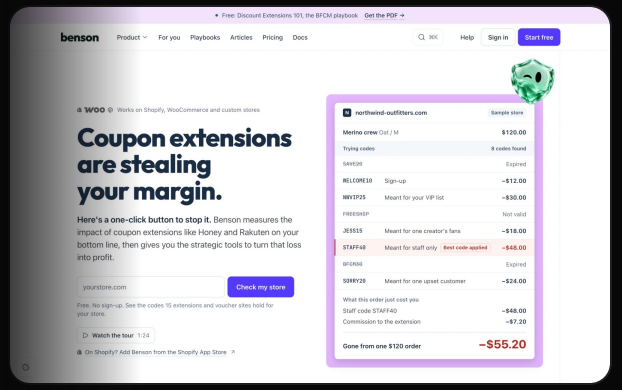
Organic search, paid search, lifecycle and measurement, against revenue.

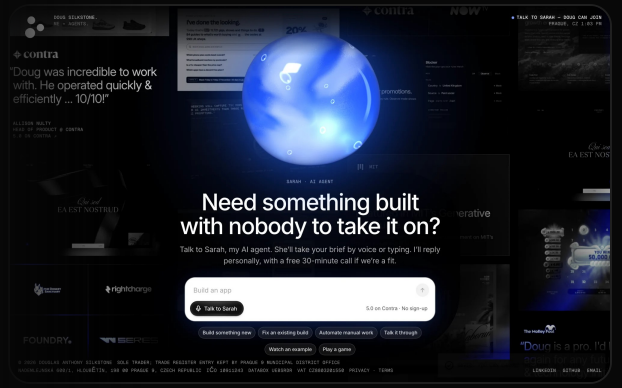
R&D

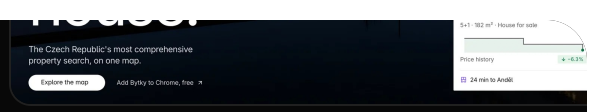
Voice agents and agent tooling, built and tested on my own business.

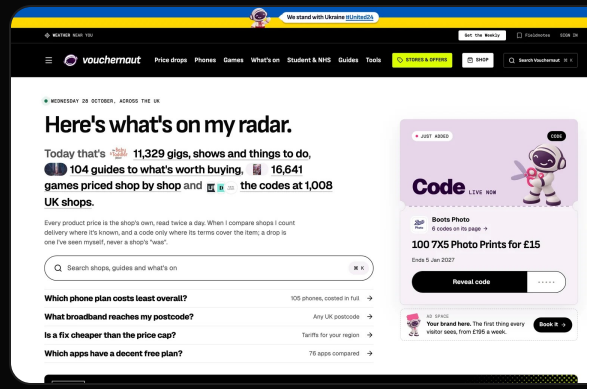
doug@withseismic.com · withseismic.com · github.com/dougwithseismic
linkedin.com/in/dougsilkstone · Prague · London onsite or remote

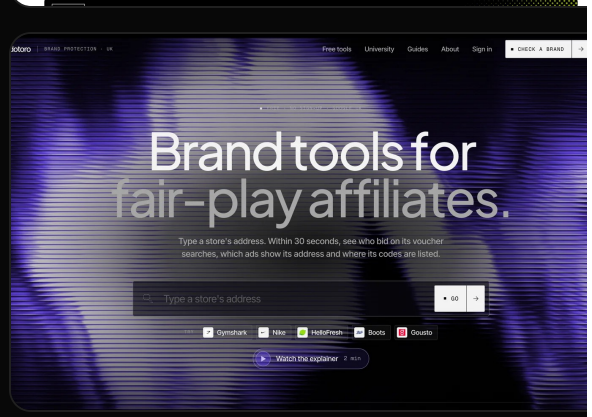


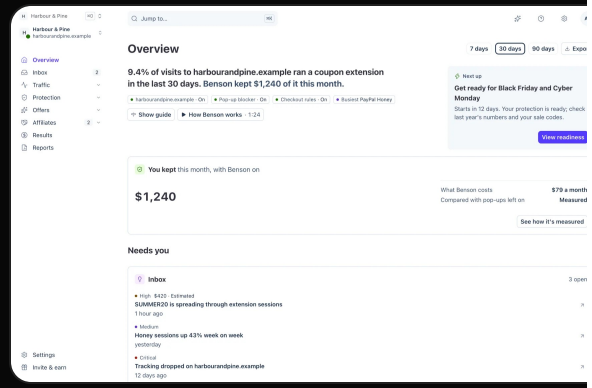








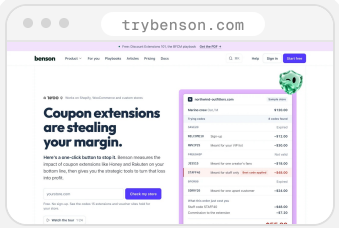




PRODUCT ENGINEERING · DESIGN · GROWTH · R&D

Here's some select work.

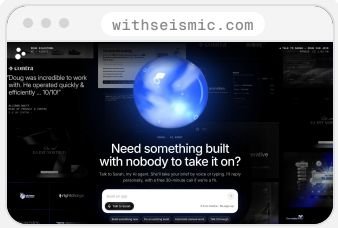
A selection of work across engineering, design, search and AI.



PRODUCT ENGINEERING

Benson

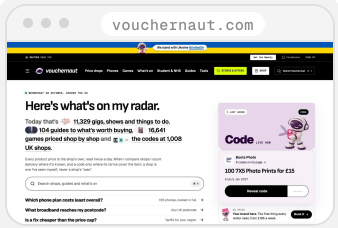
Shows a store what coupon extensions and AI shopping agents cost it.



R&D

Sarah

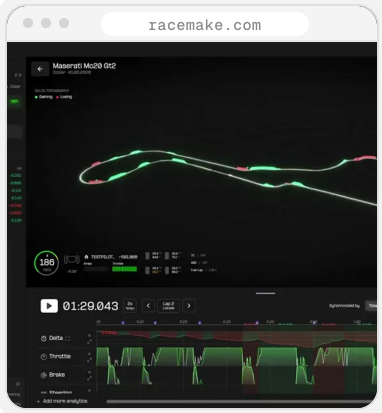
A voice and text agent that takes an enquiry and books the call.



GROWTH

Vouchernaut

A UK shopping guide with checked codes, a shop and phone-deal search.

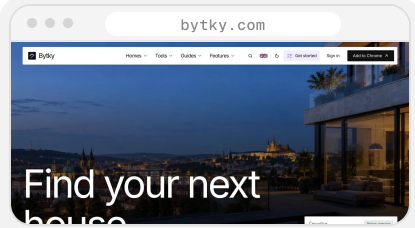


PRODUCT ENGINEERING

RaceMake

Live telemetry for sim racers, read by an AI pit team. I was interim engineering lead, from architecture to delivery.

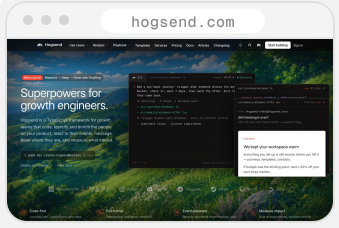
RUST AND TAURI · REACT · AI PIT TEAM



PRODUCT ENGINEERING

Bytky

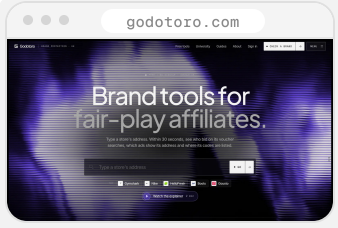
Czech property search with a browser extension over the listings.



GROWTH

Hogsend

Lifecycle messaging written as TypeScript on PostHog.



PRODUCT ENGINEERING

Godotoro

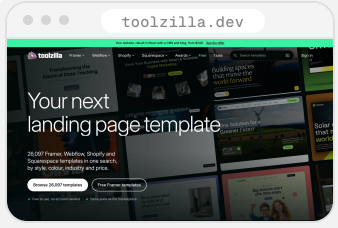
Shows a brand who bids on its searches and where its codes appear.



PRODUCT ENGINEERING

Famoka

Pairs software brands with creators for paid partnerships.



R&D

Toolzilla

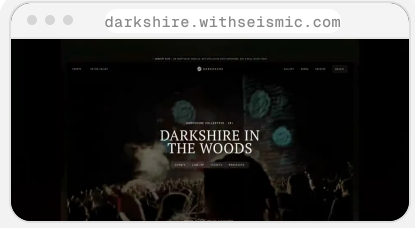
Template search on self-repairing scrapers, across many marketplaces.



DESIGN

Signal Space

A digital-art gallery site in Prague: rooms, programme and visits.



DESIGN

Darkshire

An event and ticketing site with line-ups, venues and a ticket funnel.

ALSO THIS YEAR

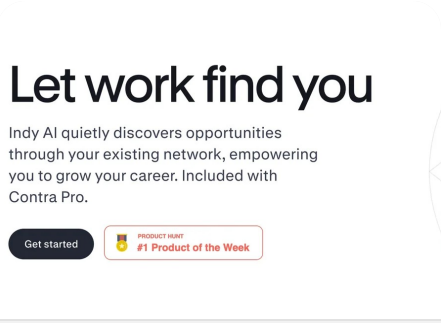
Claude Notch · Mac app · psst-free · speech-to-text · geo-kit · AI search · Agent desks kit · Railway SaaS starter · The BFCM Playbook · Dinners With Friends

CLIENT WORK SINCE 2016

Clients, and the recognition the work earned.

Framer · contra · The Motley Fool · GROUPON · STRV · NOW TV · TOPMAN · the collective · The Donkey Sanctuary · rightcharge · FOUNDRY. · SERIES · PHOTOLOGO

Product engineering, growth and analytics. NOW TV and Topman were campaigns at Vouchercloud; Photologo was a contract growth role. The other teams were clients of WithSeismic.



PRODUCT HUNT

#1 Product of the Week

Indy.ai, built for Contra, used by 35,000+ people.



AWWWARDS

Honorable Mention

ctxdc's course site, built around a live Game of Life.



PERFORMANCE MARKETING AWARDS

Won in 2016 and 2017

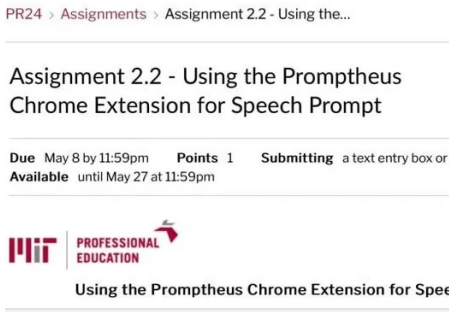
For NOW TV and Topman campaigns at Vouchercloud.



CONTRA

Top 1% of freelancers

Rated 5.0 by clients on Contra's marketplace.



MIT PROFESSIONAL EDUCATION

Set as an assessment

Promptheus, an extension for talking to AI chat by voice.

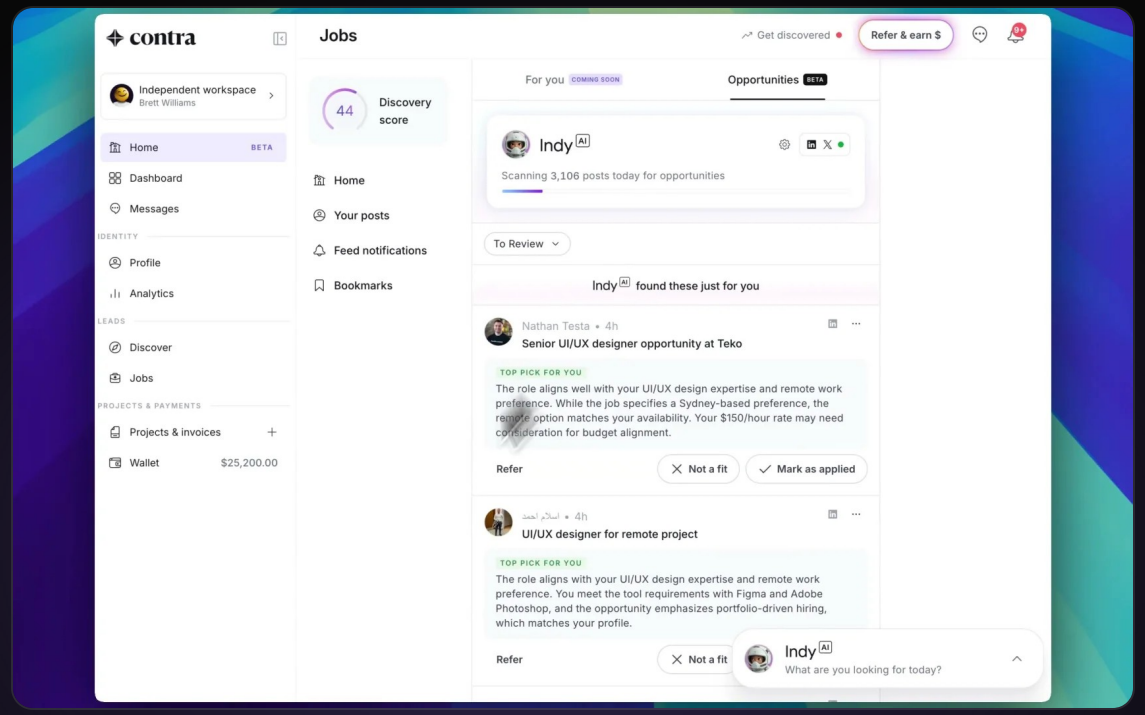
> "Doug was incredible to work with. He operated quickly & efficiently, and even proposed ways to improve the feature to exceed our expectations. 10/10!"
>
> Allison Nulty, Head of Product, Contra

> "Doug is a pro. I'd hire him again for any future marketing & technology initiatives."
>
> Brian Tighe, Head of Technology, The Motley Fool

CONTRA.COM · BUILT FOR CONTRA · CHROME EXTENSION

Indy AI: freelance work found in your own feed.

Contra's marketplace needed more freelance work. I built Indy AI, a Chrome extension that reads the LinkedIn and X feeds a freelancer already sees and turns the job posts into matches inside Contra.



#1
Product of the Week

35,000+
Freelancers using it

2×
The work on Contra's marketplace

WHAT FREELANCERS POSTED AT LAUNCH



Erika Carpio

This is absolutely incredible. As a freelancer who used to spend 3+ hours daily hunting for opportunities across different platforms, Indy AI has completely transformed my workflow. Indy AI shows me hundreds of opportunities in seconds and that match to my skills.



Daniel G Bright
@Danielgbright

Indy AI by @contra has been driving me CRAZYYY

I tweaked my preferences to exactly the kind of work I want right now...

and now it's just non-stop, gig after gig after gig.

I can't even keep up.



Jorge Gutiérrez Marco

01 Reads your feed
Spots a signed-in LinkedIn or X session. Nothing to set up.

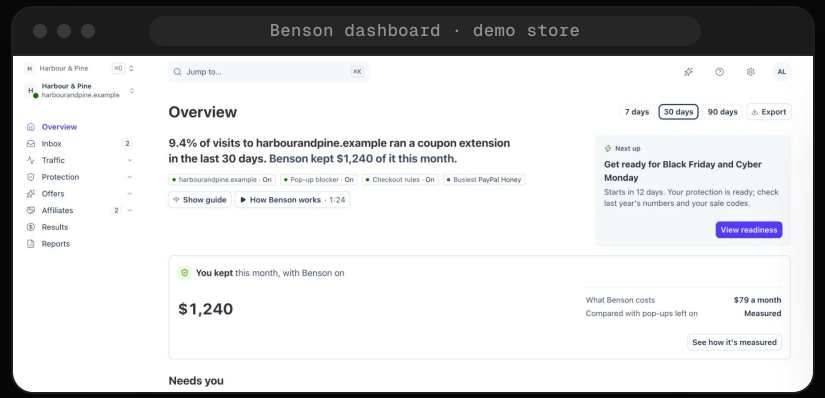
02 Keeps the real work
An LLM pulls the job posts out of the noise and matches them to you.

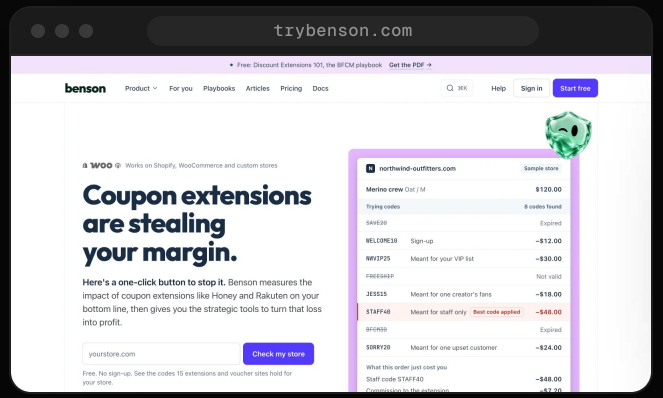
03 Lands in Contra
Every install finds more work, so supply grew with the user base.

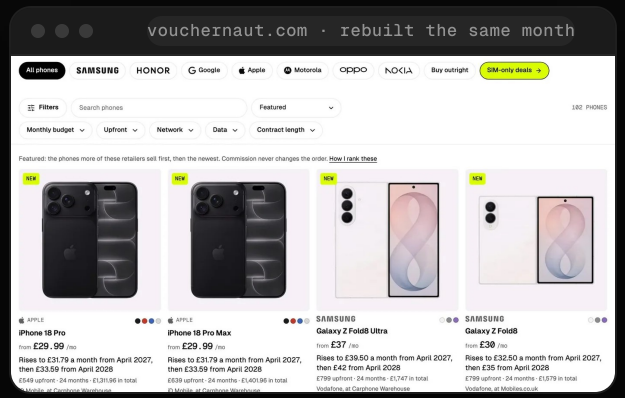
TRYBENSON.COM · FOUNDER, ENGINEER AND SALES LEAD

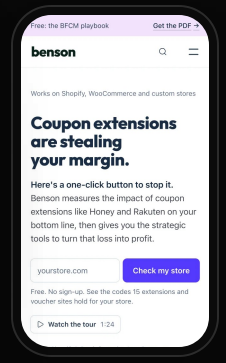
Benson: from an empty repository to a relaunch.

Benson shows a store what coupon extensions and AI shopping agents cost, then stops them. I founded it, rebuilt it from an empty repository to a relaunch, and I run sales and onboarding myself.









Rebuilt in days

The plan assumed months. The rebuild took days.

Specs before code

Every feature is written as a spec before an agent builds it.

Tested and reviewed

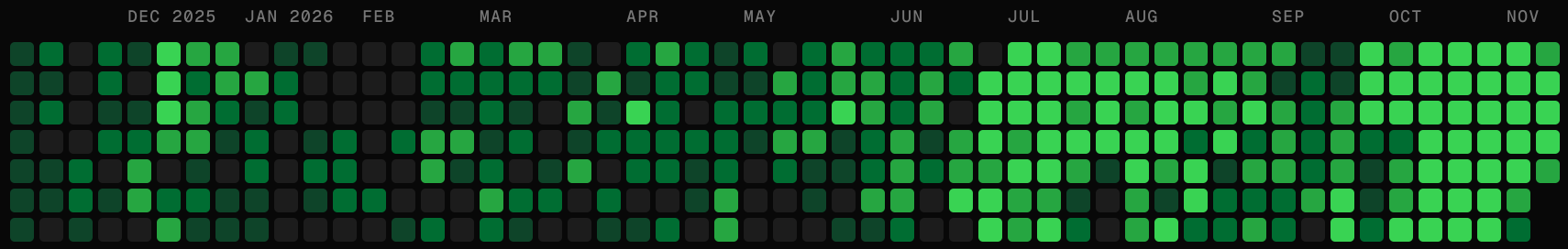
Automated tests and a review pass on every change.

Sales and setup

I take the sales call and set the store up myself.

2026

A year of near-daily commits, and the tools I publish.



GITHUB.COM/DOUGWITHSEISMIC · TANSTACK AND MASTRA CONTRIBUTOR

geo-kit · psst-free · workflow-toolkit · withseismic-mcp

DINNERSWITHFRIENDS.CO.UK · TECHNICAL FOUNDER

Guides that answer what people already search for.

Nobody searches for dinner with strangers, so I built guides to what Exeter asks Google: where to eat, drink, run and quiz. They rank on page one, and search traffic is 34× what it was.

34×

Search traffic now, compared with the site before the guides.

15k+
Clicks from search since April.

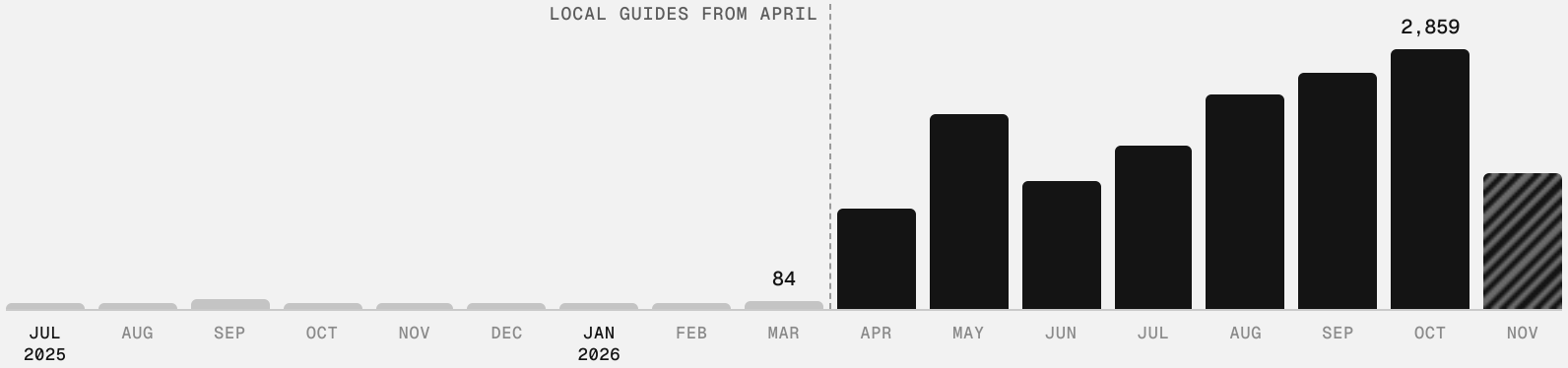
1M+
Search impressions since April.

ON GOOGLE'S FIRST PAGE FOR

- pub quiz exeter
- running clubs exeter
- book club exeter
- wine bar exeter
- magdalen road exeter
- new restaurants exeter
- best fish and chips exeter

Clicks from Google search, by month

Google Search Console. November is month to date.

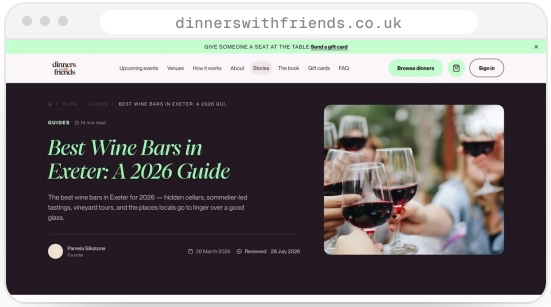




Pub quizzes in Exeter PAGE ONE



Running clubs and parkruns PAGE ONE

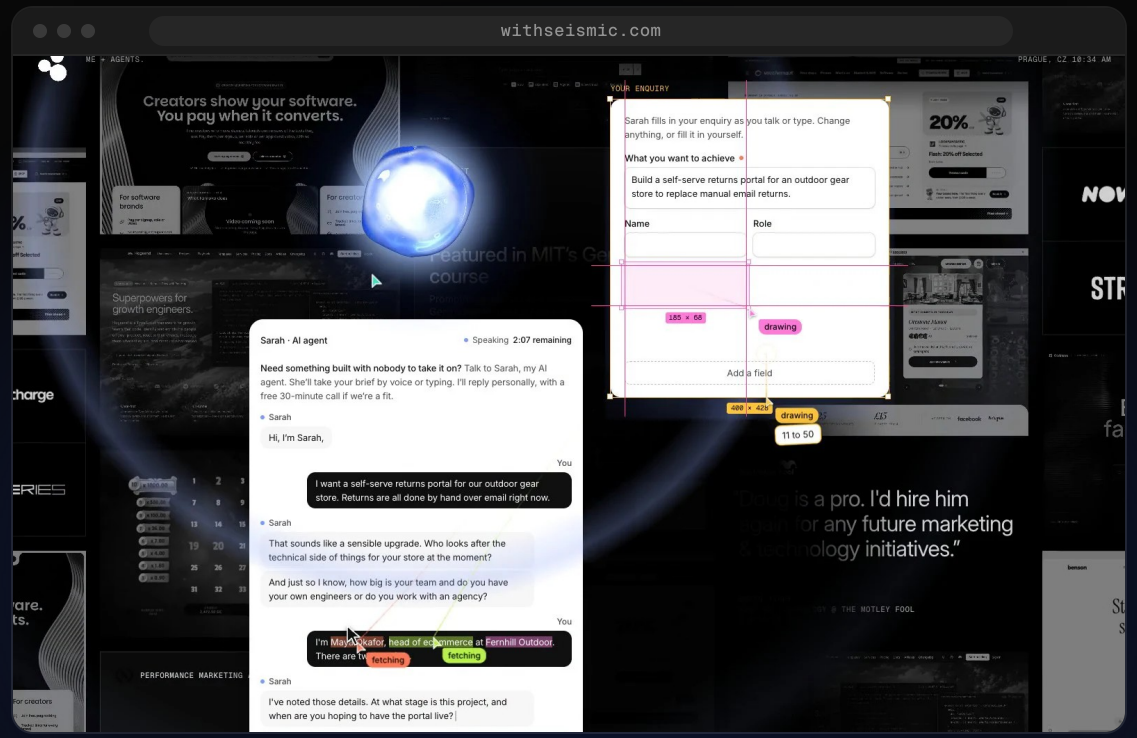


Wine bars in Exeter PAGE ONE

WITHSEISMIC.COM · DESIGNED AND BUILT BY ME, LIVE NOW

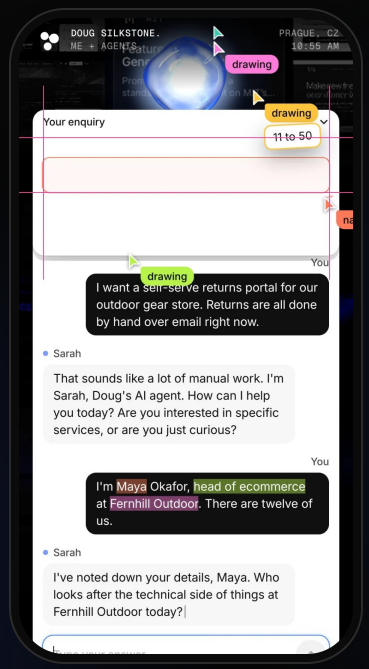
A voice agent that takes the brief and books the call.

A visitor describes what they need, by voice or text. Cursors draw the enquiry form and fill it as they speak, so nothing is typed. The agent books a free 30-minute call, and if I am at my desk, I join live.



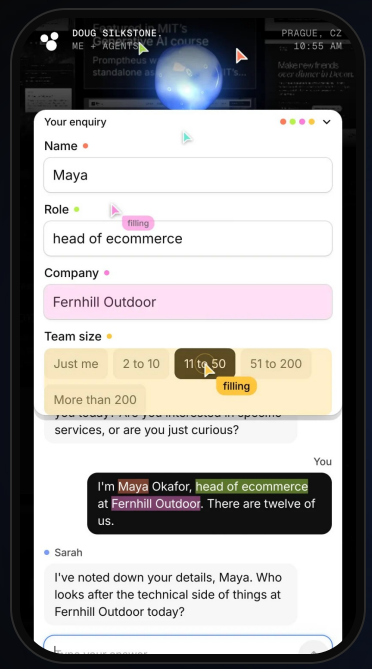
ALSO IN THE BUILD

- Live call with me over WebRTC
- Note-taker, with consent
- Mac menu-bar desk app
- Routes to teammates
- Red-team suite



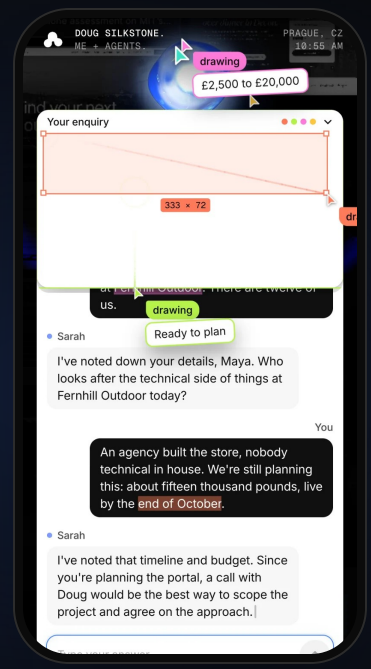
01 **Form drawn on screen**

Cursors draw the fields on the page as the visitor starts talking.



02 **Fields filled in**

Each answer lands in its field as the conversation continues.



03 **The call booked**

A 30-minute call is booked, and if I am at my desk I join live.

Doug Silkstone

Lead product engineer and growth consultant · Prague, London onsite or remote

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withseismic.com · github.com/dougwithseismic
linkedin.com/in/dougsilkstone

SUMMARY

Product engineer and operator with 15 years' experience, the last ten consulting through WithSeismic for teams such as Framer. I have founded, run and sold software businesses and led engineering teams. I started in marketing, so I reason from customers and margin before code. TypeScript, React and PostgreSQL, with coding agents under specs, tests and review.

Product engineering
TypeScript, React, Next.js, Node.js, Hono, PostgreSQL, Redis, React Native and Expo, Rust and Tauri, browser extensions, Shopify apps, Stripe

Design
Product and interface design, design systems, motion, Three.js and WebGL

Technical leadership
Architecture, scoping, specs, hiring, delivery, QA, release and production operations

AI and developer tooling
Coding agents directed through specs, tests and review; voice agents, MCP servers and LLM workflows

Growth and measurement
SEO, paid search, technical sales, attribution, GA4 and GTM, PostHog, lifecycle and experiments

ROLES, MOST RECENT FIRST

Founder and technical lead · Benson — 2020-23 · 2026-NOW
Coupon-extension and shopping-agent control for stores. Rebuilt in ten days in 2026; now forward-deployed on sales and onboarding.

Founder and sole operator · Vouchernaut — 2016-22 · 2026-NOW
UK shopping guide, run solo for six years on organic search: 250,000 sessions a month. Rebuilt in 22 days in 2026.

Founder · Hogsend — MAY 2026-NOW
Lets growth teams that write code run onboarding, messaging and retention as TypeScript, and see what moves revenue.

Interim engineering lead · RaceMake — MAR-JUL 2026
Led architecture, the team and delivery of a desktop app and a web app on live sim-racing telemetry, with an AI pit team.

Technical founder · Dinners With Friends — NOV 2024-NOW
Took a social-dining idea from a napkin sketch to a live business: bookings, payments, host tools and a search channel.

Growth and product lead · Patrianna — NOV 2022-JUL 2023
Set up an in-house game studio, hired and led the team, and shipped React games to a million players.

Head of growth, contract · Photologo — Q4 2020
Led growth through its first COVID-era Black Friday and Cyber Monday, a record period with $1M+ revenue.

Founder and lead engineer · WithSeismic — 2016-NOW
Product engineering, growth and analytics for Framer, Contra, The Motley Fool, Groupon and STRV. Home of Sarah, my voice agent.

Digital marketing manager · Reach Robotics — NOV 2016-MAY 2018
Led go-to-market for MekaMon, an augmented-reality robot sold in Apple Stores, and hired the marketing and support teams.

Performance marketing · Vouchercloud — NOV 2014-NOV 2016
Ran international paid search with award-winning campaigns, and built React tools that saved 240 hours a month.

OPEN TO NEW ROLES

15 years of engineering, growth and product excellence.

I started in paid search at Vouchercloud, so I put customers and margin before code. I founded and sold companies, and built Indy AI for Contra, Product Hunt's #1 Product of the Week. I design and build it, then get it found and sold.

THE ROLE

Lead or founding product engineer, or head of engineering who still ships. I want a product to own.

THE TEAM

A talented team with big aspirations, building aesthetically stunning products that solve real problems for real users.

WHAT YOU GET

A product people pay for, shipped quickly to a spec with tests and review, and marketed so it gets found.

PERMANENT OR CONTRACT

PRAGUE, LONDON OR REMOTE



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withseismic.com
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linkedin.com/in/dougsilkstone