

Alan Aranda

→ ARANDA LABS

Product Engineer & Product Designer

West London, UK arandalabs.com hello@arandalabs.com linkedin.com/in/alan-aranda

● Open to roles

PROFILE

Product engineer and designer who owns problems end-to-end. Eight years of frontline Royal Mail experience, and a track record of independently researching, designing, building and shipping software across five industries — data-centre engineering, local communities, trades, healthcare and postal operations. I run the full lifecycle: research, UX/product design, full-stack engineering, AI-assisted prototyping, deployment, analytics and iteration — taking practical products from idea to production.

SELECTED PRODUCTS · LIVE & IN PROGRESS

● **OHNAR** TRADES Live · early paying customers

Mobile-first platform to quote, invoice, track payments and see real job profit — voice-to-quote, WhatsApp invoicing, card-free trial. ohnar.co.uk

● **LITTLElocals** PARENTS Live · 1,500+ users

Hyperlocal kids'-activity discovery for Ealing — time/age/weather filters, maps, provider tools, reviews and local SEO. littlelocals.uk

● **Referral Intelligence** HEALTHCARE · BD Live

Dual-role referral product — a public referral flow plus a password-gated clinic BD dashboard with funnel, conversion and partner analytics. referyourpatient.co.uk

● **DC Requirements Translator** DATA-CENTRE ENGINEERING MVP

Turns hyperscaler requirements into civil & structural design impacts with scenario comparison. Built with a data-centre engineer.

● **Walk Coach** POSTAL OPERATIONS Prototype

Route-guidance and onboarding prototype that teaches an unfamiliar delivery walk one step at a time. Independent prototype; not affiliated with Royal Mail.

EXPERIENCE

Founder, Product Engineer & Designer — Aranda Labs 2026 – Present

Independent product studio solving real operational problems

Own product strategy, customer discovery, UX & product design, full-stack engineering, deployment, analytics and iteration across five shipped products. Researched users directly, designed and built each product, launched them, and improved them on real-world feedback.

Postperson — Royal Mail 2018 – Present

Frontline delivery operations, West London

Eight years of frontline operational experience — deep, first-hand knowledge of delivery workflows, route planning and onboarding. That insight became Walk Coach, which I designed, built and presented to management as a measured pilot proposal.

SKILLS & TOOLS

Product & design

Product strategy · Customer discovery · User research · UX/UI & product design · Rapid prototyping · Product analytics

Engineering

JavaScript · TypeScript · React · Next.js · Tailwind CSS · PWAs

Backend & data

Supabase · PostgreSQL · SQL · REST APIs · Auth · Stripe

Infra & tooling

Git · GitHub · Netlify · Vercel · DNS

Analytics

GA4 · PostHog · Microsoft Clarity · Search Console · SEO

AI

Claude · ChatGPT · Gemini · Prompt engineering · AI-assisted development

EDUCATION

Uxbridge College

BTEC National Diploma in Business (Level 3) — **Distinction***

Ealing College

GCSE English (A) · GCSE Mathematics (A)

ADDITIONAL

UK work eligibility · Open to hybrid or on-site · Full UK Driving Licence · HGV Class 2