Bragi Bergþórsson
Product Engineer

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I'm a product engineer, and I've spent the last decade building digital products with a focus on UI/UX. I like working closely with designers while we build, so that what ships looks good, is actually buildable, and the technical calls make the experience better rather than worse. I'm happiest on teams that care about craft but still move fast.

My background in photography and a long interest in design shape how I approach product work. I care about the whole thing, not just how something looks but how it feels to use and whether it actually solves the problem. I've spent years close to user testing and iteration, learning where to trade off what users want against what's feasible without slowing down so much that we stop learning.

Before switching to tech at 33, I spent years as an opera singer, which taught me discipline, performance under pressure and clear communication. Outside of work I'm a husband and father of three in Vesturbær, Reykjavík, with a dog named Tumi, maker of sourdough and espresso, and someone who probably overthinks your interface design in a good way.

References

References available upon request

Product Engineer × dala.care

August 2026 – Present · Reykjavík, Iceland

Product engineer at dala.care, a home care platform covering scheduling, care plans, billing, and communication across three audiences: caregivers in the field, coordinators running operations, and families keeping track of care and paying for it. At its centre is the Care Graph, mapping a care recipient to their family, caregivers, and other providers so everyone works from the same real-time picture.

- Work full-stack across the platform in a regulated care domain: TypeScript/React apps for mobile, families, office, and signup, a shared design system, a GraphQL edge, and the Go microservices, Kafka consumers, and third-party integrations behind them
- Use custom agents and skills across parallel worktrees as the implementation layer, directing and reviewing output rather than writing most of the code by hand
- Ship to pilot customers behind feature flags, in Icelandic and English, working closely with design on flows that hold up for a caregiver on a phone mid-visit and for coordinators managing visits at scale

Product Engineer × Leviosa

March 2026 – July 2026 · Reykjavík, Iceland

Full-stack developer at Leviosa, a practice-management platform for healthcare providers that brings scheduling, clinical documentation, and patient flow into one place. I shipped production features in a regulated healthcare domain, increasingly through AI-driven, agentic workflows.

- Built an AI-native workflow on my own agent tooling: self-orchestrating agents that carried a task from spec and planning through implementation, code review, and QA, with deterministic seed data and Playwright coverage of the real flows
- Delivered features end-to-end across a React/TypeScript frontend and Node and Rust/GraphQL services: autosave and draft recovery, real-time status and review views, audit events, service-to-service auth, and Terraform-managed AWS/ECS deployment

Product Engineer × Avo

December 2020 – January 2026 · Reykjavík, Iceland

Shipped features for analytics tools used by companies including Adobe, IKEA, Delivery Hero, and Wolt, working across the stack from React and ReScript frontends to Firebase functions and CI/CD, with a focus on performance, UX refinement through user testing, and developer experience. Later I brought AI-accelerated development to the team, moving from Cursor to Claude Code with custom agents and skills.

- Built Journeys, a complex Figma-like canvas interface that drew strong user feedback, leaning on AI-accelerated development for the harder parts
- Built and refined the UI for AI-powered features, including agent workflows, tuning both the prompts and the interaction design
- Worked with designers in regular reviews, keeping the work faithful to the design and buildable
- Led performance work: compiler improvements, data-structure redesigns (from linked-list-heavy models to ordered maps), and faster CI/CD through new bundlers, which cut load times and deployment friction
- Helped hire and mentor engineers, looking for people who cared about craft and learning over credentials

Web Developer × Gangverk

August 2017 – December 2020 · Reykjavík, Iceland

Gangverk built and ran the digital platform for Sotheby's auction house, a microservices setup with Scala/Go backends and TypeScript/ReasonML React frontends. I joined on the mobile app, moved to the registration team, and became tech lead for the bidding team.

- Was tech lead for the largest user-facing app, built in ReasonML and React
- Diagnosed and fixed critical performance issues in the high-traffic bidding client, leading its migration to Next.js and doing most of the implementation

Web and Mobile Developer × Advania

2015 – 2017 · Reykjavík, Iceland

Started the summer after my first year at university, working on web and mobile projects in C# and the Microsoft stack, where I found my preference for JavaScript and frontend. I learned React Native and shipped several customer apps, which led directly to Gangverk.

Lyric Tenor × Theater Vorpommern

2011 – 2014 · Stralsund, Germany

Professional opera singer performing lead roles in Germany. The work taught me discipline, performance under pressure, and clear communication, all of which carry into engineering.

Skills

AI-Native Development	Agentic workflows, multi-agent orchestration, Claude Code (custom agents, skills, hooks), building AI development tooling, prompt and context engineering, evals and QA harnesses
Product & Design	Product engineering, design collaboration, UX/UI thinking, user testing and iteration, accessibility, performance optimization
Languages & Frameworks	TypeScript, ReScript, JavaScript, React, Rust, GraphQL, HTML/CSS, Shell
Tools & Infrastructure	Git, AWS, Terraform, PostgreSQL, Firebase, CI/CD, Playwright

Education

B.Sc. in Computer Science 2014–2017
Reykjavík University
Graduated with honors, Dean's list ×2, avg 9.3

M.Mus in Vocal Studies 2004–2007
Guildhall School of Music & Drama, London
Advanced Certificate in Opera Studies

Vocal Studies 2002–2004
Reykjavík College of Music

Matriculation Examination 1996–2000
MH, Physics Department

Other Work

Final Projects Instructor & Examiner
Reykjavík University, Spring 2020

Main Instructor, Mobile App Development
Reykjavík University, Autumn 2018

Morgunblaðið 2000–2004
Advertising Department

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