

I build web & mobile platforms (web, iOS and Android), booking and commerce systems, and premium websites — with a founder's understanding of customers, operations and growth. Ten-plus years in technical communication for complex technology products (Juniper Networks, later HPE) taught me to make complicated systems clear; running my own ventures taught me what a product has to survive after launch.

WHAT I BUILD

Web & mobile platforms — web, iOS & Android

Full products: marketplaces, booking platforms, coaching and membership apps.

Booking, commerce & membership systems

Payments that reconcile, verification that holds, operations that run themselves.

Premium websites

For businesses whose digital presence doesn't match the quality of their real-world business.

AI-enabled business tools

Customer support, lead handling, internal workflows, operational efficiency.

VENTURES — BUILT AND OPERATED

Revora — Live

Verification-first accommodation discovery and booking platform — web, iOS and Android. therevora.net

FytLounge — Live

Premium fitness & wellness studio — real customers, staff and operations, extended through digital products. fytlounge.com

Protein Reserve — Pre-Launch · Development Complete

Refined, verification-first sports-nutrition retail; platform built, awaiting payment gateway activation and final approvals.

FytEdge — Pre-Launch · Development Complete

1-to-1 fitness coaching platform with integrated video sessions and client management; awaiting payment integration.

WHY ME

Founder-level thinking — revenue, trust, operations and long-term use, not only appearance.

Strategy and execution together — I help decide what should be built, not just wait for a spec.

Complexity made understandable — a technical-communication career, applied to product.

Built for real use — launched, operated, tested, improved.

PROCESS

Understand → Define → Design → Build →

Test & launch → Improve

LOOKING FOR

Selected partnerships with ambitious founders and established businesses — hospitality, travel, fitness & wellness, premium retail and e-commerce, early-stage tech. I work with a limited number of businesses at a time so I can stay closely involved in strategy, execution and final quality.