Bruno Pavelja

AI Automation & Enablement Lead

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I build AI-powered business systems and help people adopt them. For the past six months I've been the sole technical lead of a two-country e-commerce business, building its new platform and infrastructure with AI coding agents. AI writes most of the code; I design the system, verify it and own it in production. Before that, ten years as COO of a remote-first product studio: grew the team from 5 to ~30, led hiring and process design, led the company through the loss of 95% of its revenue, and from 2023 brought ChatGPT and Claude into the whole team's work.

EXPERIENCE

Plant Garden d.o.o. (Rasadnik Milić) — Technical Lead, AI-Assisted Development

May 2026 – present · Remote · Sole technical lead for a two-country e-commerce business (Croatia, Slovenia) · infrastructure client since 2021

- Designed the AI delivery workflow: written working rules, a coordinator session, verification-only agent sessions, CI security gates (gitleaks, Trivy, Semgrep), staged releases and documented rollback points.
- Directed AI coding agents to build Flora, a headless commerce platform (Vendure, Astro) replacing WooCommerce for two country stores: 46 custom plugins and 3,300+ automated tests (Sep 2026); migration in progress.
- Own production infrastructure as code (OpenTofu, Ansible, Podman on Hetzner) and observability (Grafana, Prometheus, Loki, Tempo, OpenTelemetry), including store and sales dashboards for the owner.
- Work directly with the owner on priorities, rollout and sales reporting; turned the owner's questions into staff guides and coordinate vendors such as carriers.
- Led the response to two WordPress breaches (Oct 2026): compromise scan, tested restore from backup, PHP 8.4 migration, nightly updates with snapshot rollback and a daily synthetic test purchase.
- Built workflow automations in n8n (orders to Trello, backups, audit reports) and stock sync between stores, live since Sep 2026.

Crionis LLC — Chief Operating Officer

2015 – 2025 · Remote-first product studio · international clients, including the US

- Introduced ChatGPT and Claude into daily work from 2023 and coached the whole team one-on-one and through joint work: design and naming research, market and competitor research, go-to-market planning and lightweight coding. Faster delivery and less manual work (not formally measured).
- Grew the company from 5 to ~30 people; led hiring (25+), onboarding, performance, compensation and exits; built remote-first working practices.
- Built product operations: request intake, prioritisation framework, planning cadence, roadmap reviews and a decision log.
- Led the response to losing the main client (95%+ of revenue): scenario planning, cost control and a staged restructuring that kept a core team of six; projected runway extended from ~10 to 30+ months.
- Owned internal products: Newsdrop (#1 Product of the Day on Product Hunt, Dec 2020; App Store rating 4.8), Crio (business model, ARR projections, 15+ investor meetings, ~$1.2M internal investment) and a GDPR compliance portal (2018).

- Ran infrastructure hands-on: GitLab CI/CD for a security-focused Rust product, Kubernetes on DigitalOcean, and a cost model that cut projected monthly infrastructure cost by ~78% (€2,000 → €450).

Paveljame — Independent DevOps Consultant

2018 – 2025 · Selected engagements alongside Crionis

- Infrastructure as code (Terraform, Ansible), CI/CD and monitoring for e-commerce and product teams; client availability from ~90% to 99%+.
- One engagement (Plant Garden, from 2021) grew into a full technical lead role in 2026.

Earlier

Vermilion — co-founder of an IT agency, alongside Crionis (2016–2018) · ODIN — front-end developer, promoted to project manager within 12 months (2013–2014) · Arthur — web administrator and designer (2010–2012)

PROJECTS

CalendarDND: open-source Android app (v1.24, 2026) · **aws-activescan**: AWS cost scanner · **recon-web**: website security scanner

SKILLS

AI & automation: Claude Code and agent orchestration, prompt and context design, n8n, API integrations

Enablement: coaching on real tasks, process design, documentation, change

Leadership: hiring, prioritisation, budgeting, stakeholder communication

Platform: OpenTofu/Terraform, Ansible, Podman/Docker, Kubernetes, GitLab CI, Grafana stack, Cloudflare, Hetzner

LANGUAGES · EDUCATION

Croatian (native) · English (professional working proficiency) · Secondary school

REFERENCES

Recommendations on LinkedIn from my former CEO of 12+ years and four colleagues.