

Gabana Kane

PRODUCT ENGINEER

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ABOUT

I build software for real operational problems — the kind where the gap between what a system *shows* and what a business *needs to know* costs money, trust, or time. I think in systems: how data flows, where decisions happen, what surfaces to the right person at the right moment, and why the same information lands differently depending on who's holding it. Most of my work sits at the intersection of backend structure and the front-end details that make a product feel right.

WORK

Stoka

2024 – Present

FOUNDER & ENGINEER – RETAIL MANAGEMENT SAAS

Stoka is a multi-tenant retail management system for small shops and boutiques across Kenya — businesses where inventory control, staff accountability, and restocking decisions have historically lived in exercise books and memory.

The central design challenge was staff. I stripped the selling process to three steps: **select a product, add it to the cart, confirm the sale**. The whole transaction takes under ten seconds.

Inventory updates in real time. When stock gets low, the system builds a shopping list from 30 days of sales history. The list goes straight to the supplier via WhatsApp.

The dashboard surfaces meaning: which products move, where revenue comes from, how today compares to last week. Owners open it and understand their business immediately.

The demo is quiet on purpose. A prospective owner enters their shop name — it appears on the receipts, on the dashboard header. It just feels like theirs.

Stoka reached **20+ active shops within three months** of soft launch.

PsTally

2023 – Present

FOUNDER & ENGINEER – GAMING LOUNGE MANAGEMENT SAAS

PsTally is a multi-tenant SaaS built on WordPress Multisite for managing gaming lounges — sessions, staff, shifts, credit, and daily operations. It surfaces a gap every lounge owner knows: sessions played versus revenue collected.

The dashboard shows the numbers plainly and leaves the conversation to the owner. PsTally has recorded [882 sessions](#) and surfaced [Ksh 250,000](#) in previously unaccounted revenue.

Each session is assigned to a controller, a shift, a staff member. At the end of each shift, a summary goes to the owner via WhatsApp.

At 98% per-game session completion, **patterns emerge**: which games run longest, which time slots are busiest, where collection falls short.

PsTally also supports **tournament mode** — used for FC26 competitions — with bracket generation and management built into the operator dashboard.

WordPress Multisite was a deliberate early choice — it let me validate multi-tenancy, session ownership, and shift reporting fast. The architecture is now scaling to match: rebuilding with [Next.js](#), [React](#), [PostgreSQL](#), and [Node.js](#).

Quiet Awareness

2025 – Present

CREATOR & ENGINEER – PHILOSOPHY & CONSCIOUSNESS PLATFORM

Quiet Awareness is a platform for organized inquiry into reality, self, and human experience — for people who think seriously about consciousness and philosophy and want structure without academic formality.

The core challenge was information architecture: **7 domains of inquiry, 3 depth levels per domain, and explicit relationships between articles** — prerequisites, next steps, applications. A reader enters from wherever they are in life and gets guided somewhere meaningful.

The taxonomy maps by life context. Someone asking a practical question about attention arrives at different material than someone working through questions about identity — even where the philosophy overlaps. The architecture holds those distinctions quietly.

Built on a custom WordPress architecture. The UI is designed to serve the thinking and disappear.

Freelance Web Projects

2019 – 2024

INDEPENDENT ENGINEER – FIVERR & DIRECT REFERRALS

E-commerce sites, portfolio platforms, and custom web applications for clients on Fiverr and through direct referrals. Most engagements started with a brief and ended somewhere more useful, once the actual problem was clear.

STACK

SHIPPED

Laravel · PHP · MySQL
Blade · Tailwind CSS · CSS
Variables
WordPress Multisite · Nginx

IN DEVELOPMENT

React · TypeScript · Next.js
PostgreSQL · Node.js

TOOLING

M-Pesa STK Push / C2B / B2C
WhatsApp Business API

Python · Git · Linux · SSH
Claude Code · Cowork · Manus

EDUCATION

BSc Computer Science — *Maseno University*

Feb 2022

LEARNING

Analytical Idealism – Bernardo Kastrup

One of the most rigorous frameworks for understanding consciousness — the argument that mind is fundamental and matter is its expression. Shapes how I think about systems and meaning.

Spiral Dynamics – Clare Graves / Beck & Cowan

A model of how values and worldviews evolve across life conditions. Helps explain why the same product lands differently depending on who's using it.

Nine Stages of Ego Development – Susanne Cook-Greuter

A map of how identity and meaning-making develop over a lifetime. Informs how I think about users and what they're actually asking for.

Outside work: reading widely across philosophy of mind, consciousness, reality, business, meta-marketing, and nature.