

ALEX GOLDBERG

Building Commercial Web, Mobile & AI Products

Lead Software Engineer | Product Architecture | AI Automation

Chicago, IL (Remote) | alexgoldberg.dev

SUMMARY

I build complete commercial software products — SaaS platforms, Web applications, mobile apps, and AI-powered automation — from architecture and product planning through production deployment and live operations. Over the past 15+ years I've delivered production applications across iOS, Android, and Web, integrated AI into production commercial software and business workflows, modernized legacy platforms, and recovered business-critical systems after failed development efforts.

I work directly with founders and product teams to turn ideas into scalable commercial products — owning architecture, engineering delivery, AI integration, and production operations end to end.

SELECTED COMMERCIAL PRODUCTS

Selin — Women's Health Platform

iOS, Android, and Web platform with subscriptions, AI-powered features, and analytics, serving 400,000+ lifetime downloads.

AI Business Automation Platform

End-to-end workflow automation connecting WordPress, Salesforce, OpenAI, payment providers, and CRM systems — removing manual work from lead qualification, order processing, and customer communication.

Commercial Real Estate Platform

Modernized property management system now used daily by 220+ commercial agents, with reporting, customer portals, and administration tools.

CRM Recovery

Took over a business-critical CRM after multiple development teams had failed to stabilize it, and restored it to continuous, reliable delivery.

INDUSTRY EXPERIENCE

Women's Health • Commercial Real Estate • Ecommerce • CRM • Enterprise Software • Media • Business Automation

CORE EXPERTISE

Product Architecture • Web Application Development • Cross-Platform Mobile Development • AI Integration & Automation • Technical Leadership • Lead Software Engineering • Workflow Automation • Backend Engineering • Cloud Infrastructure • Legacy Modernization

TECHNICAL STACK

Mobile Development Angular, Ionic, TypeScript

AI & Automation OpenAI API, Prompt Engineering, LLM Integration, Workflow Automation

Backend Engineering PHP, Laravel, Symfony, Blade, Twig, REST APIs, Swagger / OpenAPI, MySQL, PostgreSQL

Cloud Infrastructure AWS, Linux, Nginx, CI/CD, Git, Docker

Frontend JavaScript, HTML, CSS, SASS, Bootstrap, Tailwind CSS, jQuery

Commerce & CMS WordPress, WooCommerce, OpenCart, Stripe, RevenueCat, Twilio

Analytics Firebase, Google Analytics 4, AppsFlyer

PROFESSIONAL EXPERIENCE

Lead Software Engineer

2024 – Present

Tech Brit Ltd.

Flagship product: Selin — Women's Health Platform (400,000+ lifetime downloads)

- Lead architecture and technical direction for Selin, a commercial Women's Health Platform delivering production mobile and Web applications across iOS, Android, and Web, with 400,000+ lifetime downloads.
- Partner directly with the founders on product planning, feature prioritization, and solution design, and provide the technical estimates that shape the roadmap.
- Designed and delivered subscription billing, analytics, attribution, and customer engagement systems supporting the Women's Health Platform with more than 400,000 lifetime downloads.

- Designed and delivered an AI-powered business automation platform that eliminates manual work across lead qualification, CRM synchronization, and order processing.
- Lead production operations and cloud infrastructure, ensuring reliable deployments, monitoring, security, and platform stability.
- Led technical planning for new product initiatives, translating business requirements into implementation plans, engineering estimates, and production-ready solutions.
- Lead technical interviews, mentor developers through code reviews, and drive engineering process improvements across the team.

Senior Full Stack Engineer

2023 – 2024

Astrograph Software Inc.

- Modernized a mature legacy PHP platform's architecture without disrupting existing users, strengthening backend services and REST APIs.
- Designed, maintained, and expanded integrations with the platform's core astrology calculation engine, powering commercial Web and mobile applications.
- Improved performance, long-term maintainability, and AWS infrastructure through targeted architectural upgrades.
- Supported ongoing feature delivery while maintaining production stability.

Senior Laravel Engineer

2021 – 2023

Frame One

- Designed and developed internal business systems and administration tools supporting a commercial remote media production platform, powering day-to-day operations across the business.
- Engineered secure authentication, reporting, and REST API services supporting internal platform management and administration.
- Modernized application architecture and integrated third-party services into production.
- Collaborated with product stakeholders to deliver backend features supporting evolving business requirements.

Lead Full Stack Engineer

2017 – 2021

Vizual Technologies Inc.

- Re-engineered a legacy real estate platform now supporting 220+ commercial agents with reporting, portals, and administration tools.
- Took ownership of a mission-critical CRM after multiple prior teams failed to stabilize it, eliminated the technical debt, and restored continuous delivery.
- Designed and delivered a business automation platform integrating WordPress, Salesforce, payment systems, and CRM workflows, reducing manual operational work across lead qualification, CRM synchronization, customer communication, and order processing.
- Engineered business applications on WordPress, including CRM integrations, customer portals, automation workflows, multilingual publishing, payment processing, and custom administration systems.
- Led technical planning and architecture decisions, working directly with founders on engineering estimates and roadmap priorities, while mentoring developers, participating in technical hiring, and improving engineering processes through code reviews.

Software Engineer

2016 – 2017

KFC International

- Enhanced enterprise content management systems used across international marketing teams.
- Developed administration tools and permission management supporting global operations.
- Collaborated with marketing and business stakeholders to deliver internal tools supporting global content operations.

SELECTED EARLIER CONTRACT PROJECTS

WalletMe — Fintech Mobile Wallet App

2014 – 2016

- Digital wallet mobile application with biometric security, bank account linking, transaction tracking, QR-code payments, and a loyalty card wallet.

Autobon — Automotive Marketplace App

2013 – 2014

- Car marketplace mobile application with separate user and broker flows — buying/selling, deal tracking, lead management, and commissions.

SubHubs — School Substitute-Teacher Marketplace

2011 – 2013

- Two-sided marketplace mobile application connecting schools with substitute teachers — listings, ratings, inquiries, payments, and rewards.

Eyezz — Designer Eyewear Ecommerce Platform

2010 – 2011

- Designer eyewear ecommerce store; led full-cycle planning, design, and development as part of a 4-person team. Featured in Forbes.