

## Contact

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## Top Skills

Frontend Architecture

TypeScript

React.js

## Certifications

AIDA Two Star Free-diver

PADI Divemaster

PADI Staff Instructor

PADI Master Scuba Diver Trainer

PADI Specialty Instructor

# Alex Leibhammer

Software Engineer • Founder • Builder

City of Cape Town, Western Cape, South Africa

## Summary

Passionate about building products that blend thoughtful design and practical engineering.

Recently I've focused on production-grade frontends for data and AI-driven products. Over the last five years I've co-founded and delivered multiple venture products across visual analytics, model orchestration, workflow automation, and content systems.

I combine frontend expertise with product sensibility—owning architecture, reliability, performance, and execution. I've delivered collaborative data canvases, AI-first workspaces for thousands of parallel tasks, consumer features reaching 300K+ users, and agentic workflow systems.

I'm most effective where UX quality, engineering execution, and pragmatic leadership intersect.

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## Experience

Hunch

4 years 3 months

Co-Founder, Head of Frontend Engineering

August 2021 - October 2025 (4 years 3 months)

South Africa

Hunch is a venture-backed startup, focused on data, AI, and workflow automation. As co-founder, I led frontend engineering, product execution, UX architecture, and delivery across multiple 0→1 launches including Hunch Canvas, Coauthor Studio, LinkedIn Rewind 2024, and Overclock.

Core Responsibilities:

- Led frontend engineering strategy, architecture, implementation, code quality, and delivery cadence.

- Built the core canvas UX, component systems, and orchestration surfaces across products.
- Partnered with founders on product direction, customer feedback loops, and commercial validation.
- Drove rapid iteration cycles from prototype → beta → public launch.

#### Overclock: Agentic Workflow Platform

May 2025 - September 2025 (5 months)

Built natural-language → multi-step workflow execution with integrations, monitoring, feedback loops, and reliability.

##### Highlights:

- Designed and implemented the frontend, execution UX, and telemetry surfaces.
- Built patterns for retry, failure visibility, and user-controlled oversight.

#### Hunch: AI-First Workspace

May 2023 - September 2025 (2 years 5 months)

Hunch is an AI-first workspace for teams that combines model orchestration, structured templates, and execution primitives (batch runs, web scraping, and embedded code execution) to automate complex research, writing, and product workflows.

##### Highlights:

- Led frontend engineering efforts to design the core canvas, templates and tooling that enable teams to create reusable AI tools and run thousands of tasks in parallel.

#### Coauthor Studio + LinkedIn Rewind - 300k+ Users

December 2024 - April 2025 (5 months)

Coauthor evolved from powering LinkedIn Rewind 2024 into an engine that converts short voice/text notes into content written in the user's voice.

##### Highlights:

- Delivered LinkedIn Rewind 2024 which generated 300k+ personalised, shareable year-in-review posts.
- Built Coauthor to help users cut through generic AI noise, grow reach, and communicate without surrendering authenticity or hours of weekly writing.

#### Neon: Visual Data Exploration

August 2021 - April 2023 (1 year 9 months)

Neon is a collaborative visual analytics tool: users drag datasets (CSV, BigQuery, Snowflake) onto a shared canvas, auto-link related tables, build interactive charts and annotate findings in one place.

Highlights:

- Co-built the collaborative canvas and interactive visualisation layer.
- Implemented UX patterns for annotations, filters and live exploration across large datasets.
- Integrated connectors and schema inference supporting both non-technical and SQL-native users.

Aruba, a Hewlett Packard Enterprise company

Engineering Manager & Frontend Team Lead

May 2018 - October 2020 (2 years 6 months)

Cape Town Area, South Africa

Frontend tech lead & manager for Cape Networks (User Experience Insight at Aruba).

Helped build industry leading software for networking teams to manage their users' connected experience, by putting design and ease of use first.

Cape Networks

Software Engineer

March 2016 - April 2018 (2 years 2 months)

Cape Town Area, South Africa

Cape is now a Hewlett Packard Enterprise company, becoming part of Aruba.

Our product is the simplest way to monitor and improve WiFi networks. What makes us different? Every other monitoring tool is complex, built by network engineers for network engineers, but today millions of networks are run by IT managers who are not network experts. Our beautiful, easy to use product is helping experts and non-experts alike to monitor and improve their networks.

Our network sensors mimic human users to test WiFi networks from the user's perspective. Coupled with simple dashboards and reports, the sensors help to detect issues instantly and troubleshoot remotely to improve WLAN quality of experience.

We are backed by some great Silicon Valley investors. We are hiring engineers, designers, sales people and marketers who share our passion of making the Internet better.

## Freelance

### Freelance Developer & Consultant

April 2015 - February 2016 (11 months)

Cape Town

Worked as a freelance software developer and consultant on a variety of projects. Interfacing at all levels with clients and users.

#### Projects:

- Web applications for Z\* Mineral Resource Consultants and The De Beers Group
- Front-End Web applications for hotel & time-share rentals
- Game Development with Unity
- Virtual & Augmented Reality Applications
- Mobile Apps for the Finance Industry

## Merlin

### Lead Developer

July 2012 - March 2015 (2 years 9 months)

Cape Town

Worked at Merlin building software for the hotel and time-share industry.

Focused on producing web apps and new services for clients.

#### Core responsibilities included:

- Team Lead
- Software Architecture Design
- Software Development
- Tech R&D
- Project Management
- Mentorship

#### Technology stack focus:

C#, Javascript, Durandal, .Net 4.5, VS 2012-3, ASP .NET, MVC 4, HTML, Razor, MS SQL, EF, Lucene, Bootstrap, Underscore

## Saratoga Software

### Software Developer

September 2010 - June 2012 (1 year 10 months)

Worked as a software developer in a team dealing with projects for the financial sector. Focused on web applications and database systems using predominantly Microsoft technology.

Up to the end of 2011, I worked in an R&D team prototyping new technologies and solutions within the BI space. Focusing on both transactional database and data warehouse systems, data ETL and database design.

Technologies I worked with:

C#, MVC, WCF, ASP, HTML, Microsoft SQL Server, MS Visual Studio 2008 & 2010, SSIS, SSRS, Entity Framework, Linq

IHC Marine and Mineral

Engineering Intern

2007 - 2007 (less than a year)

Mechatronics degree vacation work

Abbotts College

Maths & Science Tutor

2005 - 2006 (1 year)

Tutored maths and science for students in grade 10-12

Insinger de Beaufort - BNP Paribas Wealth Management

Research Assistant

April 2004 - November 2004 (8 months)

Securities research

Programming & financial data capture systems

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## Education

University of Cape Town

BSc Eng, Mechatronics · (2005 - 2008)