ALEXANDER MOLD

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Profile

Senior full-stack engineer with 10+ years of professional experience specialising in TypeScript and modern web technologies. Proven track record of building scalable SaaS platforms, interactive applications, and developer tooling. Experienced across frontend and backend with a focus on performance, reliability, and clean architecture. Recognised as a quick learner and effective mentor, combining technical depth with strong collaboration skills to adapt quickly and deliver impactful solutions.

Experience

Lead Developer at **ASquared** Jan 2025 - Present
- Accelerated team productivity by creating web and native starter kits with integrated tooling.
- Defined technical stacks and delivery approaches across multiple client projects.
- Supported and mentored developers while contributing directly to codebases.
- Performed technical analysis of existing client platforms, as well as proposing solutions for new clients.

Full-Stack Engineer / Development Lead at **HelpMeChoose.ai** Sept 2021 - Nov 2024
- Designed, built, and scaled a SaaS platform end-to-end using TypeScript, React, Node.js, Vue.js, React Native and AWS.
- Integrated AI tools (OpenAI, custom workflows) to boost customer experience and product adoption.
- Deployed the platform across multiple environments including a Shopify App and native integration.
- Delivered measurable impact: up to 36x higher sales conversions, 30x higher basket values and 45% greater customer satisfaction.
- Provided technical leadership and mentored developers while remaining hands-on.

Front-End Developer at **StratumFive** 2019 - 2021
- Delivered new apps for the Maritime sector with Vue.js + TypeScript, including offline-enabled PWAs.
- Designed and implemented UX/UI features with measurable impact for end users.
- Liaised between stakeholders and backend teams to deliver new features effectively.

Creative Technologist at **Kitty**   2017 - 2019

- Prototyped new applications with short deadlines ranging from interactive articles and data visualisations, to full scale e-commerce solutions for global markets.
- Researched and created projects with emerging technologies such as voice search and visualisation frameworks.
- Managed the development workflow of the team to meet deadlines in a fast paced agency environment.

Developer at **ROAST**   2016 - 2017

- Worked closely with the campaigns team to build bespoke interactive projects for events and content-led campaign work as well as live events.
- Created data visualisations and full website builds for a range of clients.
- Increased productivity output of the team by creating reusable developer frameworks.

Junior Developer at **Mode Digital**   2015 - 2016

- Built tailor-made websites, including e-commerce and campaign-focused solutions.

Education

Goldsmiths, University of London - 2016
First Class Honours (BSc) Creative Computing.

Weymouth College - 2012
(BTEC) Interactive Media Production (Distinction, Distinction, Distinction*).

Skills

Languages & Core: TypeScript (primary), JavaScript, PHP
Frontend: React.js, Vue.js, React Native, Expo
Backend & Frameworks: Next.js, Nuxt.js, Node.js, Express.js, Hono.js, Laravel, WordPress
Databases & ORMs: PostgreSQL, MySQL, MongoDB, Prisma, Drizzle ORM, Supabase, Firebase, Clickhouse, ConvexDB
Styling & UI: CSS3, SCSS, Tailwind CSS, component libraries (shadcn/ui, Material UI, Chakra UI etc.)
Tooling & Infrastructure: Git, GitHub/GitLab, Docker, TurboRepo, webpack, Vite, AWS, Vercel
Testing & CI/CD: Vitest, Jest, Bun, Cypress, Playwright, GitHub Actions, GitLab CI/CD
AI & Automation: LLMs (GPT, Claude, Gemini), generative media (image/video), Trigger.dev for orchestration, Puppeteer

References available upon request.