

Ian Moss

Senior Software Engineer - Ruby & Product Specialist

An extremely experienced and proactive Ruby developer with deep roots in startups, consultancy, and technical leadership.

Product-minded, community-driven, and focused on business value delivery.

LinkedIn: uk.linkedin.com/in/alteris

Email: ian@alter.is

Mobile: +44 7427 242195

Summary

- 15+ years' experience delivering Ruby apps for startups, corporates, and public sector.
 - Full-stack engineer with strong lean product instincts and extensive team leadership.
 - Champion of TDD, pair/mob programming, and developer community building.
 - Two-time startup founder, frequent tech organiser, and Rubyist since 2007.
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Core Skills

Ruby, Ruby on Rails, Sinatra, PostgreSQL, Heroku, AWS (S3, EC2), TDD (RSpec, Cucumber, Minitest), BDD, API Development, Agile/Lean, Pair/Mob Programming, Remote-first teams, Product Strategy, DevOps, Community Leadership

Recent Projects

Boquercom - Product Lead - <https://github.com/alterisian/livetranslator>

Spring 2025 · Ruby, Sinatra, Whisper API, Heroku, AWS, FFMPEG

Led 4-person team building a community tool to transcribe and translate Spanish to English. Architected MVP using Whisper API and Sinatra, deployed via Heroku and AWS.

ToTravelTo.com - Train Travel Platform - Project Lead

Spring 2022 · Ruby on Rails, Pair Programming, Product Strategy

Formed and led a 9-person team exploring train-vs-plane modal shift. Strong focus on pair/mob programming. Oversaw platform design, Ruby development, and early user research.

Ecommerce Platform - Ruby Developer

Winter 2021 · UK Retailer · Rails, RSpec, Remote Team

Collaborated in a rotating pair/mob programming structure. Supported an established ecommerce system through feature work and refactoring.

Bank.Green - Pair Programmer

Spring 2021 · Python

Worked on integrating financial data sources for a green banking initiative. Focused on testing and data processing reliability.

German Insurer - Ruby Developer

Winter 2021 · GraphQL, Rails, RSpec

Helped transition legacy business logic into a modern GraphQL-powered Rails system.

Rails API Lead - Automotive Spin-out

Summer 2019 · Product Agency, UK

Led API development and team recruitment. Coordinated multiple dev teams, advised on technical product strategy, and contributed to security audits.

Freelance Ruby Consultant

2015 - Present

Independent consultant supporting product companies and startups with tech direction, system delivery, and team building.

Highlights

- **Warehouse Startup** - Led feature development and product refinement with onsite discovery.
 - **Zazu (Africa)** - Enabled SMS-to-marketplace workflows for non-smartphone farmers using bespoke integrations with Spree.
 - **Vypr** - Improved statistical credibility of product testing platform.
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Earlier Roles

CTO & Co-founder - Follogro

2014 - 2015

Bootstrapped a Twitter growth automation tool. Accepted into UP Accelerator.

Founder - 196 Destinations / AnythingOn / TabsToTasks

2012 - 2014

Lean experiments in travel, event discovery, and productivity. Built, shipped, and iterated with real users.

Senior Consultant - Liquid Bronze

2006 - 2010 · Agile Rails Consultancy

Client-facing lead in a 3 - 5 person dev team delivering SME and startup projects.
Helped the agency shift from PHP to Ruby on Rails.

- Migrated a legacy ombudsman system from Rails 1 to 3 with full test coverage.
- Architected ISO9001-compliant document workflow system (Work-Hub).
- Built Freedoma.com (geocoded listings + PayPal), Malinko (meta-reporting), and Offcasey (AJAX e-commerce).
- Advocated BDD with Cucumber; improved Redmine plugin for agile teams.

Tech: Ruby on Rails, Solr, Geokit, Cucumber, Redmine, PHP, ZenCart, Wordpress

Software Engineer & Team Lead - Teleca Ltd

1999 - 2002 · Telecoms Consultancy

Built enterprise systems for clients incl. Nortel, Hitachi, T-Mobile, and universities.

- Led 3G audio prototype for Nortel/BT (Java Servlets/JSP).
- Upgraded Birmingham Uni's reading list system (Taglibs).
- Delivered Hitachi's Safe Kids e-commerce backend (J2EE/EJB) + CeBit smartcard demo.
- Automated HR workflows at T-Mobile using HP tools.

Tech: Java/J2EE, JSP, Servlets, EJB, ASP, SQL Server

Earlier Engineering Experience (2000s)

- Rails lead in a boutique consultancy, Liquid Bronze
- Developer at CTI Digital, On The Beach, Atos Origin
- J2EE engineer at Teleca and Marconi
- Contract work in PHP, Java, and early Ruby adoption

Community Initiatives

- Founded MCR Startups & Founders' Assembly (mentored 50+ founders)
 - Ran Startup Digest Manchester (1000+ subs)
 - Rebooted Málaga ruby community (9+ events)
 - Created *The Year of Collaboration*, cited in UK Parliament
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Education

BSc (Hons) Computer Science, University of Manchester. Behavioural AI 3rd year project.

A–Levels: Maths (A), Further Maths (C), Physics (B), Economics (B), General Studies (C)