

# ALEX WHITESIDE

Software Architect / Engineering & Product Leader / Cofounder & CTO

Philadelphia, Pennsylvania, United States of America

awhiteside@moneylion.com

alexwhiteside.dev

www.linkedin.com/in/alexwhiteside

github.com/AlexWhiteside

## WORK EXPERIENCE

### MoneyLion

New York, New York (USA)

*Software Architect*

Feb 2023 – Present

- Responsible for the consumer-facing B2B2C platform enabling millions of users to search, compare, and convert on financial products.

*Senior Director of Product Engineering, Marketing & Consumer Experience*

Jan 2022 – Jan 2023

- Led performance overhaul of embedded-banking experiences, driving sub-second first-contentful paint and stronger SEO.

### Engine by MoneyLion (formerly Even Financial)

New York, New York (USA)

*Senior Director of Product Engineering*

Feb 2021 – Jan 2022

- Consolidated front-end codebases into an Nx monorepo, cutting p75 load times from 14 s to < 3 s.

*Director of Product Engineering, Consumer Products*

Oct 2019 – Jan 2021

- Directed four cross-functional teams across Fiona, LeapLife, and BirchFinance consumer brands.

*Technical Lead*

Aug 2018 – Oct 2019

- Migrated flagship app from Angular to React and instituted a formal career ladder for front-end engineers.

### Birch Finance (acquired by Even)

Gainesville, Florida (USA)

*Cofounder & Chief Technology Officer*

Jun 2015 – Dec 2018

- Built a scalable credit-card optimization engine and data pipeline, later licensed to external partners.

### Ultimate Software

Weston, Florida (USA)

*Software Developer / Test Engineer*

Apr 2015 – Dec 2015

- Developed custom automation frameworks and SaaS integrations with NetSuite and Informatica.

### Discovery Spot / RILE

Pensacola, Florida (USA)

*Founder & Chief Technology Officer*

Dec 2013 – Jan 2015

- Invented Wi-Fi-controlled classroom robots used to teach STEM concepts in schools worldwide.

## EDUCATION

### University of Florida

Gainesville, Florida, USA

*Bachelor of Science in Computer Engineering*

Aug 2012 – May 2015

### University of West Florida

Pensacola, Florida, USA

*Computer Science in Computer Engineering (non-degree coursework)*

Aug 2010 – May 2012

## LEADERSHIP AND ACTIVITIES

## PROJECTS

### Netsuite Integration

Jul 2015 – Present

- Enabled on-demand GL exports from UltiPro to NetSuite via Informatica Cloud Services.

### ITEP – Project Robo-Explore

Jun 2013 – Present

- Created robotics-based networking labs for distance-learning courses.

### RILE – Robotic Interactive Learning Environment

Apr 2012 – Present

- Remote robot system teaching physics and networking concepts to middle- and high-school students.

### Self-service API Extensions via Informatica Cloud

Apr 2015 – Jul 2015

- Added new export entities for cross-system data integrations.

## HONORS AND AWARDS

---

## LICENSES AND CERTIFICATIONS

---

## RESEARCH AND PUBLICATIONS

---

### Robotics: A Project-Based Approach

Published on

Jul 2014

### A Robotic Interactive Learning Environment To Teach Physics

Published on

Jun 2014

### Tele-Robotics For Online Networking And Telecommunications Courses

Published on

Jun 2014

### The Design And Implementation Of Tele-Robotics in Education

Published on

Nov 2013

### Android App Inventor for the Absolute Beginner

Published on

May 2013

### RILE: Robotic Interactive Learning Environment

Published on

Sep 2012

## SKILLS, LANGUAGES, INTERESTS

---

- **Languages:**
- **Leadership & Management:** Engineering strategy, Team scaling, Career ladder, Cross-functional collaboration
- **Architecture & Product:** System design, API architecture, Performance optimization
- **Web & Application Development:** React / Next.js, TypeScript & JavaScript, Node.js, Swift
- **Cloud & DevOps:** Kubernetes, AWS Lambda, CI/CD & IaC (Terraform), Docker
- **Data & Testing:** SQL / MS SQL, Selenium, Redis
- **Interests:**

## REFERENCES

---