Alex Whiteside

Software Architect
2023-02-01 - present
MoneyLion
New York, NY (Remote)

- Designed and deployed a real-time telemetry pipeline for edge network routers using Go and Protobuf.
- Developed high-throughput sync agents across distributed nodes using gRPC and Redis streams.
- Created Verilog modules to validate MAC-level packet timings on custom FPGA NICs for load testing.

Senior Director of Product Engineering, Marketing & Consumer Experience
2022-01-01 - 2023-01-31
MoneyLion
New York, NY (Remote)

- Designed and deployed a real-time telemetry pipeline for edge network routers using Go and Protobuf.
- Developed high-throughput sync agents across distributed nodes using gRPC and Redis streams.
- Created Verilog modules to validate MAC-level packet timings on custom FPGA NICs for load testing.

Senior Director of Product Engineering
2021-02-01 - 2022-01-31
Engine by MoneyLion (formerly Even Financial)
New York, NY (Remote)

- Designed and deployed a real-time telemetry pipeline for edge network routers using Go and Protobuf.
- Developed high-throughput sync agents across distributed nodes using gRPC and Redis streams.
- Created Verilog modules to validate MAC-level packet timings on custom FPGA NICs for load testing.

Director of Product Engineering, Consumer Products
2019-10-01 - 2021-01-31
Engine by MoneyLion (formerly Even Financial)
New York, NY (Remote)

- Designed and deployed a real-time telemetry pipeline for edge network routers using Go and Protobuf.
- Developed high-throughput sync agents across distributed nodes using gRPC and Redis streams.
- Created Verilog modules to validate MAC-level packet timings on custom FPGA NICs for load testing.

Technical Lead
2018-08-01 - 2019-10-31
Engine by MoneyLion (formerly Even Financial)
New York, NY (Remote)

- Designed and deployed a real-time telemetry pipeline for edge network routers using Go and Protobuf.
- Developed high-throughput sync agents across distributed nodes using gRPC and Redis streams.
- Created Verilog modules to validate MAC-level packet timings on custom FPGA NICs for load testing.

Cofounder & Chief Technology Officer
2015-06-01 - 2018-12-31
Birch Finance (acquired by Even)
San Jose, CA

- Designed and deployed a real-time telemetry pipeline for edge network routers using Go and Protobuf.
- Developed high-throughput sync agents across distributed nodes using gRPC and Redis streams.
- Created Verilog modules to validate MAC-level packet timings on custom FPGA NICs for load testing.

Software Developer / Test Engineer
2015-04-01 - 2015-12-31
Ultimate Software
Weston, FL

- Designed and deployed a real-time telemetry pipeline for edge network routers using Go and Protobuf.
- Developed high-throughput sync agents across distributed nodes using gRPC and Redis streams.
- Created Verilog modules to validate MAC-level packet timings on custom FPGA NICs for load testing.

Founder & Chief Technology Officer
2013-12-01 - 2015-01-31
Discovery Spot / RILE
Pensacola, Florida (USA)

- Designed and deployed a real-time telemetry pipeline for edge network routers using Go and Protobuf.
- Developed high-throughput sync agents across distributed nodes using gRPC and Redis streams.
- Created Verilog modules to validate MAC-level packet timings on custom FPGA NICs for load testing.

name: Alex Whiteside
email: hello@alexwhiteside.dev
phone: 8502172971
url: https://alexwhiteside.dev
titles:
- Software Architect
- Engineering & Product Leader
- Cofounder & CTO
location: New York, NY
profiles:
- network: LinkedIn
  username: alexwhiteside
  url: https://www.linkedin.com/in/alexwhiteside
- network: GitHub
  username: awhiteside1
  url: https://github.com/awhiteside1
experience:
- organization: MoneyLion
  url: https://www.moneylion.com
  location: New York, NY (Remote)
  positions:
  - position: Software Architect
    startDate: 2023-02-01
    endDate: present
    remote: 1
    highlights:
    - Responsible for the consumer-facing B2B2C platform enabling millions of users to
search, compare, and convert on financial products.
  - position: Senior Director of Product Engineering, Marketing & Consumer Experience
    startDate: 2022-01-01
    endDate: 2023-01-31
    remote: 1
    highlights:
    - Led performance overhaul of embedded-banking experiences, driving sub-second first-
contentful paint and stronger SEO.
- organization: Engine by MoneyLion (formerly Even Financial)
  url: https://www.engine.moneylion.com
  location: New York, NY (Remote)
  positions:
  - position: Senior Director of Product Engineering
    startDate: 2021-02-01
    endDate: 2022-01-31
    remote: 1
    highlights:
    - Consolidated front-end codebases into an Nx monorepo, cutting p75 load times from 14
s to < 3 s.
  - position: Director of Product Engineering, Consumer Products
    startDate: 2019-10-01
    endDate: 2021-01-31
    remote: 1
    highlights:
    - Directed four cross-functional teams across Fiona, LeapLife, and BirchFinance
consumer brands.
  - position: Technical Lead
    startDate: 2018-08-01
    endDate: 2019-10-31
    remote: 0
    highlights:
    - Migrated flagship app from Angular to React and instituted a formal career ladder

for front-end engineers.
- organization: Birch Finance (acquired by Even)
  location: San Jose, CA
  url: https://birchfinance.com
  positions:
  - position: Cofounder & Chief Technology Officer
    remote: 0.5
    startDate: 2015-06-01
    endDate: 2018-12-31
    highlights:
    - Built a scalable credit-card optimization engine and data pipeline, later licensed
to external partners.
- organization: Ultimate Software
  url: https://www.ultimatesoftware.com
  location: Weston, FL
  positions:
  - position: Software Developer / Test Engineer
    remote: 0.5
    startDate: 2015-04-01
    endDate: 2015-12-31
    highlights:
    - Developed custom automation frameworks and SaaS integrations with NetSuite and
Informatica.
- organization: Discovery Spot / RILE
  location: Pensacola, Florida (USA)
  url: https://www.discoveryspot.com
  positions:
  - position: Founder & Chief Technology Officer
    remote: 1
    startDate: 2013-12-01
    endDate: 2015-01-31
    highlights:
    - Invented Wi-Fi-controlled classroom robots used to teach STEM concepts in schools
worldwide.
education:
- institution: University of Florida
  url: https://www.ufl.edu
  area: Computer Engineering
  studyType: Bachelor of Science
  startDate: 2012-08-01
  endDate: 2015-05-31
  location: Gainesville, Florida, USA
- institution: University of West Florida
  url: https://uwf.edu
  area: Computer Engineering (non-degree coursework)
  studyType: Computer Science
  startDate: 2010-08-01
  endDate: 2012-05-31
  location: Pensacola, Florida, USA
publications:
- name: 'Robotics: A Project-Based Approach'
  url: null
  publisher: null
  releaseDate: 2014-07-01
- name: A Robotic Interactive Learning Environment To Teach Physics
  url: null
  releaseDate: 2014-06-15
  publisher: null
- name: Tele-Robotics For Online Networking And Telecommunications Courses

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    releaseDate: 2014-06-15
    url: null
    publisher: null
  - name: The Design And Implementation Of Tele-Robotics in Education
    url: null
    releaseDate: 2013-11-01
    publisher: null
  - name: Android App Inventor for the Absolute Beginner
    url: null
    releaseDate: 2013-05-28
    publisher: null
  - name: 'RILE: Robotic Interactive Learning Environment'
    releaseDate: 2012-09-20
    url: null
    publisher: null
projects:
- name: Netsuite Integration
  startDate: 2015-07-01
  endDate: present
  affiliation: null
  url: null
  highlights:
  - Enabled on-demand GL exports from UltiPro to NetSuite via Informatica Cloud Services.
- name: ITEP — Project Robo-Explore
  startDate: 2013-06-01
  endDate: present
  affiliation: null
  url: null
  highlights:
  - Created robotics-based networking labs for distance-learning courses.
- name: RILE — Robotic Interactive Learning Environment
  url: null
  startDate: 2012-04-01
  endDate: present
  affiliation: null
  highlights:
  - Remote robot system teaching physics and networking concepts to middle- and high-
school students.
- name: Self-service API Extensions via Informatica Cloud
  startDate: 2015-04-01
  affiliation: null
  url: null
  endDate: 2015-07-31
  highlights:
  - Added new export entities for cross-system data integrations.
skills:
- category: Leadership & Management
  skills:
  - Engineering strategy
  - Team scaling
  - Career laddering
  - Cross-functional collaboration
- category: Architecture & Product
  skills:
  - System design
  - API architecture
  - Performance optimization
- category: Web & Application Development
  skills:
```

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      - React / Next.js
      - TypeScript & JavaScript
      - Node.js
      - Swift
  - category: Cloud & DevOps
    skills:
      - Kubernetes
      - AWS Lambda
      - CI/CD & IaC (Terraform)
      - Docker
  - category: Data & Testing
    skills:
      - SQL / MS SQL
      - Selenium
      - Redis
```