

Alex Hardman

Inventor | Engineer | Leader | Disruptor

Engineering Leader and **Platform Architect** with deep enterprise roots and startup-speed instincts. Known for leading high-performing teams, building experimentation platforms serving **50B+ user experiences annually**, and scaling real-time systems to 50M+ daily lookups. **Patented inventor**, **hackathon winner**, and **global conference speaker** (AWS re:Invent, QCon). Energetic, empathetic, and relentlessly curious, I operate at the intersection of technical precision and human connection, turning complexity into capability and helping teams deliver with clarity, speed, and impact.

Personal Info

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Awards & Recognition

2023-01

Inventor on U.S. Patent
11,562,416

USPTO

https://bigalexenergy.com/patents/rgc

Inventor on a patented system that automated digital gift card acquisition and redemption, enabling real-time fulfillment and improving speed, reliability, and customer experience across enterprise-scale rewards programs.

2025-08

Winner - Klaviyo AI Hackathon (2025)

Klaviyo

https://bigalexenergy.com/hackathons/viyo

Led a team to design and prototype an AI-powered onboarding assistant in **72 hours**, selected as the top project out of **55 teams**. Accelerated engineer ramp from **30 days** to **4 days**, enabling faster contributions, earlier product releases, and projected \$1M+ in annual savings.

Conference Speaker

LaunchDarkly

https://bigalexenergy.com/talks/aws-22
https://bigalexenergy.com/talks/qcon-23

Regularly invited to premier conferences to deliver live demos and technical talks at AWS re:Invent, QCon London, and LaunchDarkly Galaxy, bringing feature management to life for global engineering audiences.

Work Experience

2023-07
- 2025-08

Head of Experimentation & Optimization

Klaviyo, Boston

- Directed strategy and architecture for Klaviyo's experimentation platform, enabling 50B+ user experiences annually across email, SMS, push, WhatsApp, and onsite.
- Led design and delivery of self-optimizing features using Bayesian optimization and personalization, driving measurable conversion gains at scale.
- Delivered a deterministic Go prototype that replaced Python bottlenecks, enabling assignment of hundreds of millions of recipients in seconds with lower memory footprint.
- Unlocked tens of thousands in infrastructure savings annually by migrating from self-hosted Redis to ElastiCache Serverless and creating a drop-in adoption playbook.
- Leveraged Athena and Snowflake for forecasting, anomaly detection, defect identification, and improved data accuracy to support enterprise growth.
- Supported a hybrid stack (EC2, Istio, Docker, MySQL, DynamoDB, Pulsar) built for extensibility, observability, and resilience.

2022-06
- 2023-07

Technical Marketing Engineer

LaunchDarkly, Oakland, CA [Remote]

- Served as a technical storyteller and educator, translating LaunchDarkly's platform into real-world use cases engineers could adopt with confidence.
- Built full-stack demo applications showcasing feature flags, progressive delivery, and developer-first workflows across AWS Serverless, frontend, and backend stacks.
- Delivered high-signal content through webinars, live conference talks, YouTube videos, and blog posts, all focused on making complex systems accessible and actionable.
- Spoke at AWS re:Invent, QCon London, and LaunchDarkly's Galaxy roadshow. Presented in 1:1 sessions and live demos, drawing engineers in and making complex capabilities click.
- Redesigned LaunchDarkly's architecture page and created enablement content that brought clarity and confidence to technical buyers.
- Brought feature management to life for engineers worldwide, using live demos, code, and storytelling to help hundreds of teams across the globe ship faster and safer.

2021-03
- 2022-06

Senior Engineering Manager

Capital One, Boston [Remote]

- Led a high-performing team responsible for Capital One Shopping's real-time price comparison engine, serving 50+ million retail price lookups per day and billions of transactions.
- Architected and scaled systems using Docker, Node.js, PostgreSQL, Redis, and Cassandra to support millions of active users.
- Launched a hotel shopping experience powered by a real-time geospatial search engine built with Docker, Redis, Node.js, React, PostgreSQL, and PostGIS. Cut load times for hotel reference data by 320x (8 hours → 90 seconds), eliminating stale data and weekly downtime.
- Inventor on U.S. Patent 11,562,416, automating digital gift card acquisition and redemption to enable real-time fulfillment and improve reliability, speed, and customer experience at enterprise scale.

2013-12

Winner - Liberty Mutual Hackathon (2013)

Liberty Mutual

https://bigalexenergy.com/hackathons/limu

Led a team to develop an Android app that detected auto accidents using the accelerometer, automatically called for help using voice interactions, and initiated a First Notice of Loss (FNOL) claim. Recognized as the winning project for technical innovation and real-world customer impact.

Skills

Architecture & Leadership
Distributed Systems
Event-Driven Architecture
Serverless Design
Experimentation Platforms
Cost Optimization

Cloud & Data
AWS Lambda
EventBridge
DynamoDB
S3
Athena
ElastiCache
Docker
Snowflake
Pulsar
SQL/NoSQL Databases

Languages & Frameworks
Go
Node.js/JavaScript
React
Java

2019-03
- 2021-03

Platform Architect (Director level)

Liberty Mutual Insurance, Dover

- Directed the architecture for a serverless event-driven backbone using API Gateway, DynamoDB, Lambda, EventBridge, SNS, and SQS to unify workflows across Liberty's specialty insurance platform. The system connected no-code underwriting platforms, policy engines, and systems of record, enabling teams to integrate faster and with looser coupling.
- Partnered across squads and business stakeholders to align engineering and product priorities and deliver integrations at enterprise scale.
- Built internal accelerators with AWS CDK, reusable serverless modules, and CLI plugins that reduced service onboarding from weeks to days and spread serverless adoption across the org.
- Shaped data architecture strategy across DynamoDB, MongoDB Atlas, and relational databases, and designed secure APIs with API Gateway, Lambda, and S3 that balanced speed, compliance, and reliability.
- Introduced modern automated testing patterns with Playwright, Node.js, and Jest, shrinking test cycles from days to minutes and helping teams evolve from manual QA to continuous delivery.

2018-08
- 2019-03

Lead Software Engineer

EBSCO Information Systems, Ipswich

- Led the adoption of Auth0 authentication and authorization platform, mentoring engineers and integrating services handling thousands of requests per second.
- Advocated for observability with Datadog, cultivating metrics and actionable alerts that improved system reliability.

2017-07
- 2018-07

Full Stack Solutions Engineer

Liberty Mutual Insurance, Boston

- Led teams of engineers in the design of apps developed in Node.js, GraphQL, and React on AWS supporting customer-facing claims systems.
- Conducted POC of test automation platforms.
- Led a team through the adoption of test automation with Cypress to deliver confidence in an application rewrite in only a week.

2013-06
- 2017-07

Lead Software Engineer

Liberty Mutual Insurance, Exeter

- Led modernization of Liberty's core claims platform, partnering with development teams to improve scalability, reliability, and delivery speed.
- Guided and mentored engineers on design and integration patterns.
- Introduced and mentored teams in the adoption of Extreme Programming.

2011-01
- 2013-06

Senior Software Engineer, Commercial Distribution

Liberty Mutual Insurance, Dover

- Designed and delivered APIs, claims platform enhancements, and automation supporting tens of thousands of commercial customers.
- Migrated legacy systems into modern .NET-based services, enabling more secure, scalable integrations.

2007-01
- 2011-01

Software Engineer

Liberty Mutual Insurance, Dover

- Developed database queries, stored procedures, and curated financial reporting batch processes using DB2, SQL Server, Sybase, and Hyperion.
- Optimized nightly reporting time from ~8 hours nightly to ~2 hours.

Education

Business Management, Summa Cum Laude, Bachelor of Science

Granite State College, Portsmouth