

# Alex Hardman

*Inventor | Engineer | Leader | Disruptor*

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 320× (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.

2019-03  
- 2021-03

Platform Architect (Director level)

Liberty Mutual Insurance, Dover

- Directed the architecture for a serverless event-driven backbone using API Gateway,

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

2018-08  
- 2019-03

- 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.

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.

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.

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 with TDD and pair programming.

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.

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.

2017-07  
- 2018-07

2013-06  
- 2017-07

2011-01  
- 2013-06

2007-01  
- 2011-01

Education

Business Management, Summa Cum Laude, Bachelor of Science

Granite State College, Portsmouth