

Fredrik Westerdahl

Software Engineer — Systems & Architecture

Designing and operating production systems under real-world constraints.

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Co-Founder & CTO

Sublink — Malmö / Remote

2022 - 2025

- Owned system architecture and production delivery of a funded modular SaaS platform, designing for multiple potential product directions under uncertainty.
- Designed modular systems with clear domain boundaries and integration points
- Drove infrastructure decisions and aligned external consultants to a single production architecture, maintaining delivery velocity with limited resources
- Integrated analytics and feedback loops to validate assumptions and guide technical and product decision-making during early platform development.

Consultant / Independent Engineer

Various Clients — EU

2020 – 2024

- Took end-to-end responsibility for system design and delivery, often acting as the technical owner on client projects.
- Delivered production-grade platforms across multiple domains
- Scoped and executed projects under tight budget and timeline constraints
- Translated domain-specific requirements into maintainable, scalable systems

Selected Systems

- Modular SaaS Platform — Designed a block-based, domain-driven architecture enabling multiple product directions from a single core; owned from inception to production.
- Renewcell Production Platform — Architected and delivered a high-throughput, event-driven system in production, processing millions of events under strict reliability and cost constraints.
- Real-time Data & Permissions Layer — Built scalable authorization and visibility models across Firestore/RTDB, supporting complex role-based access and public/private content.
- Event-Driven Backend & Integrations — Implemented serverless APIs, webhooks, and background processing for payments, analytics, and third-party systems.
- Analytics & Feedback Loops — Integrated analytics and experimentation pipelines to validate assumptions and guide roadmap decisions.
- AI-Augmented Systems — Designed cost-aware LLM-powered features with orchestration, safety boundaries, and observability.

Technical Ownership

- End-to-end ownership of production systems across frontend, backend, and infrastructure.
- System design with a focus on domain boundaries, performance, cost, and long-term operability.
- Analytics and feedback loops treated as first-class system components.
- Cost-aware, observable AI integrations using LLM APIs and MCP.

Technologies

React, Next.js, TypeScript, React Native, Expo · GCP, AWS, Firebase, Digital Ocean · Docker · GraphQL · Neo4j, SQL, MongoDB · PostHog, Sentry · LLM APIs, MCP, etc. et al