

ALEX HOBDAY

Technical Director & Full-Stack Developer | UX Design & Prototyping | Cloud Infrastructure

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PERSONAL STATEMENT

Technical Director and Full-Stack Developer with 20+ years of experience designing and building web platforms, SaaS products, and mobile applications. I combine strong UX design skills — wireframing, prototyping, and user research in Figma and Sketch — with deep backend and infrastructure expertise across Node.js, Cloudflare Workers, and AWS. This end-to-end capability means I own products from initial wireframe through to production deployment and performance optimisation.

Currently building an AI voice agent product on Cloudflare's edge platform. Seeking remote contract roles where I can bring design thinking, technical leadership, and hands-on development to ambitious projects.

CORE SKILLS

Design & UX	Figma, Sketch, wireframing, prototyping, user research, responsive design, Core Web Vitals, SEO optimisation, HTML/CSS prototyping, design systems
Frontend	React, React Native (iOS), Next.js, JavaScript, TypeScript, HTML5, CSS3, Tailwind CSS, Hugo, Astro
Backend	Node.js, Express, TypeScript, REST APIs, WebSockets, Durable Objects, serverless architecture
Infrastructure	Cloudflare (Workers, Pages, R2, D1, Durable Objects, AI Gateway), AWS, DigitalOcean, Docker, Nginx, CI/CD (GitHub Actions, GitLab)
Databases	MySQL, PostgreSQL, Cloudflare D1, Prisma ORM, Redis, query optimisation, schema design, indexing strategy
AI & Voice	OpenAI Realtime API, GPT-4o, Twilio voice integration, Cloudflare Workers AI (Llama), Helicone observability
Tools & Process	Git, Jira, Stripe (billing/subscriptions), Sentry, Agile/Scrum, distributed team management

PROFESSIONAL EXPERIENCE

Technical Director & Founder

E-Digital Group | April 2011 – Present | Remote

Web agency specialising in UX design, SaaS platform development, and cloud infrastructure. Owning end-to-end product delivery from wireframes to production across distributed teams.

- Full UX ownership across client projects: wireframing and prototyping in Figma/Sketch, user research, responsive design implementation, and Core Web Vitals optimisation
- Managed 10+ year platform partnership with iFLY (Tunnelflight), acting as Technical Director through 3 complete platform migrations and ongoing feature development
- Architected subscription billing system using Stripe that generates \$200k+ ARR for the client, designing both the UX flows and the backend integration
- Currently developing AI voice agent product handling inbound business calls using Cloudflare Workers, Durable Objects, Twilio, and OpenAI's Realtime API with WebSocket relay architecture
- Built React Native mobile application for iOS with biometric authentication, push notifications, and Sentry error monitoring
- Led distributed team of up to 18 across multiple timezones, managing project delivery through Jira with Agile workflows
- Achieved 15x MySQL query performance improvement on a 1M+ row member directory by restructuring dependent subqueries and implementing strategic composite indexes
- Built out transactional email system using Exact Target across 21 locales and 13 languages globally
- Integrated third-party APIs including Stripe, FuzeMetrix, Convergence, and Sentry across Node.js and Cloudflare Workers environments

Senior Developer

Platform.sh | 2019 – 2021 | Remote

Cloud hosting platform for web applications (PaaS). Sole developer responsible for the marketing website, working across teams and with design. Also managed \$10k/month advertising spend.

- Sole developer and owner of the Platform.sh marketing website, collaborating across product, design, and marketing teams
- Managed \$10k/month digital advertising budget, optimising campaigns and landing page performance
- Worked across the full stack in a product company environment, bridging design and engineering workflows

Senior Developer — Track Lead

Sapient Nitro | April 2011 – April 2013 | Santa Monica, CA

Global digital transformation agency. Led a development track delivering enterprise-scale web projects.

- Led development track on enterprise web projects for Sony, Beats by Dre, and Intel
- Managed cross-functional team coordination between design, development, and QA

Front-end Developer (Contract)

MCP Partners | New York, NY | Contract

- Front-end development for Discover Card and AT&T, building consumer-facing web experiences for major financial and telecoms brands

Earlier Career

Front-end Developer (Contract) — J.Crew (2008) | **Co-Founder** — JAM Interactive (2009–2010) |

Owner — Koala Web Solutions (2007–2011)

- Built front-end templates for J.Crew's e-commerce platform (Blue Martini), working with JSP, JavaScript, and Flash
- Progressive experience across agency, e-commerce, and startup environments building web applications, managing client relationships, and leading small teams

KEY PROJECTS

iFLY / Tunnelflight Platform — 10+ year engagement

End-to-end technical and UX ownership of a membership and logbook platform serving indoor skydiving venues globally. Designed all member-facing and admin interfaces in Figma, built with Node.js, React, React Native, MySQL, Stripe, DigitalOcean, Sentry. Managed database with 1M+ logbook entries and complex reporting queries.

AI Voice Agent (Product — In Development)

SaaS product handling inbound business calls with AI. Built on Cloudflare Workers with Durable Objects for connection pre-warming, R2 for storage, Twilio for telephony, and OpenAI's GPT-4o Realtime API via WebSocket relay. Helicone for AI observability. Currently in beta with working prototype.

Petersen Automotive Museum

Rescued a failing project from a third-party team. Sole developer responsible for front-end development, CMS build managing 5,000+ inventory items, cross-browser QA, and production launch.

EDUCATION

MSc Information Technology — University of the West of England | 1999 – 2000

BA (Hons) Ancient History & Archaeology — University of Birmingham | 1993 – 1996

Developing Web Applications with PHP and MySQL — MySQL AB | 2003

ADDITIONAL

Languages: English (native), Spanish (conversational)

Location: United Kingdom (available for fully remote contract work, any timezone)

Availability: Immediate — available for contract or freelance engagements

Right to work: UK / EU / US