

# Alex Hobday

## Technical Director | Fractional CTO | UX-Led Product & Platform Architect

UK & US experience (London • New York • Los Angeles) | Remote worldwide | alexhobday@gmail.com | [linkedin.com/in/alexhobday](https://www.linkedin.com/in/alexhobday)

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### PROFILE

Technical Director and hands-on architect with 20+ years delivering SaaS platforms, subscription systems, and AI-driven products. Combine strong UX design and prototyping skills with deep infrastructure expertise to own products end-to-end — from wireframes and user journeys through architecture, deployment, and optimisation.

### SELECTED IMPACT

- Designed UX flows and backend architecture for Stripe subscription platform generating \$200k+ ARR
- Led 3 full platform migrations for global membership SaaS with 1M+ records
- Delivered transactional email system for BeatsByDre.com across 21 locales and 13 languages
- Full UX redesign & rebuild of Petersen Automotive Museum website (5,000+ inventory items)
- Achieved 15x MySQL performance improvement
- Architecting AI voice agent SaaS on Cloudflare Workers, Durable Objects, Twilio & OpenAI Realtime
- Led distributed engineering teams of up to 18

### CORE CAPABILITIES

#### Product & UX Design

Figma, prototyping, user flows, responsive design

#### Full Stack

Node.js, TypeScript, React, Next.js, React Native

#### Platform Architecture

SaaS systems, APIs, billing

#### AI & Voice

OpenAI Realtime, WebSockets, Twilio

#### Edge & Serverless

Cloudflare Workers, D1, R2, AWS

#### Leadership

Distributed teams, Agile delivery

### EXPERIENCE

#### Technical Director & Founder — E-Digital Group (2011–Present)

Owned end-to-end UX and architecture for SaaS, membership, and AI platforms.

#### Senior Developer — Platform.sh (2019–2021)

Sole engineer for marketing platform and optimisation.

**Earlier Experience** — Sapient Nitro (Sony, Beats by Dre, Intel) • MCP Partners (Discover, AT&T;)

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