



SENIOR LEAD DEVELOPER

Alex Chang

My current role as a Project Lead Developer has enabled me to make significant contributions to consulting, UX, Project Management and front-end development across multiple bespoke software projects, including leading-edge software in the financial, business consultancy and legal sectors.

I am passionate about staying at the forefront of technology and am therefore continuously exploring, learning and implementing the latest advances in technology, UX and product strategy.

With a degree in finance and economics, my wider interest in business has been valuable when bridging the gap between technical solutions and business needs. I am comfortable with challenging multi-faceted roles and driven by the challenge of crafting innovative solutions that add real business value.

CONTACT

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EDUCATION

Bachelor of Business Science
Finance, Economics
University of Kwa Zulu Natal
2012-2015

2015 Winter school intern
Rand Merchant Bank
Selected as 1 of 50 interns of over
2000 applicants

CORE TECH SKILLS

ReactJS,
Typescript,
NodeJS,
React Native,
JavaScript,
GraphQL,
TailwindCSS,
OpenAI,
MySQL,
Jest,
Figma,
Adobe

EXPERIENCE

Project Lead Developer (Applicable Ltd) **June 2022 – Present (2 years, 4 months)**

- Led multiple key projects, including a mobile application for a financial asset management company, a custom case management workflow platform for a legal firm, a ReactJS and TypeScript API generator, and the Beyond business strategy platform.
- Played a critical role in UI design, prototyping, architectural design, and overseeing development teams across various stages, from consultancy to continuous development.
- Conducted code reviews, facilitated internal training, and mentored junior developers.
- Drove innovation by integrating cutting-edge technologies, including a fully integrated OpenAI chatbot, enhancing product offerings and operational efficiency.

Frontend Developer (Rampant Digital) **2020-2022 (2 years)**

- Progressed from junior to lead developer, contributing to the development of complex and responsive web applications.
- Specialized in ReactJS, NextJS, and other open-source technologies to build performant, scalable, and user-friendly frontend solutions.
- Took ownership of key frontend projects, ensuring seamless integration and optimal performance across various platforms.



EXPERIENCE

Freelance Web developer 2019-2020

- Built marketing websites and a fully functioning eCommerce store, utilizing HTML, CSS, JavaScript, Angular, and ReactJS.
- Gained hands-on experience in frontend development, focusing on creating user-friendly and responsive web solutions.

Mathematics Teacher (Wellspring International School) 2017-2020

- Served as head of the Mathematics department, responsible for curriculum development and management of a 10-member teaching team.
- Developed leadership skills through department oversight, enhancing both teaching strategies and team collaboration.

Student Mentor (Johannesburg Stock Exchange) 2015

- Selected as one of 10 finance students from the University of KwaZulu-Natal (UKZN) to mentor and train secondary school students in the JSE Investment Challenge.
- Guided students in developing investment strategies while competing in a national financial challenge, fostering financial literacy and analytical skills.

Head Bartender (Taco Zulu) 2011-2016

- Managed a team of bartenders in one of Durban's busiest cocktail bars, responsible for training, scheduling, and ensuring high service standards.
- Demonstrated leadership and team-building skills while balancing work and studies.

KEY DEVELOPMENT PROJECTS

1. JBWere NZ, Financial Asset Management Mobile Application

I led a team of three developers in delivering a fully functional mobile application using React Native for a listed Financial Asset Management company in New Zealand. This project followed an agile approach with twice-weekly scrum meetings alongside the client's internal development team and daily standups with our in-house team. The application, available on both the Apple and Google Play stores, has been live for over a year.

Key Responsibilities:

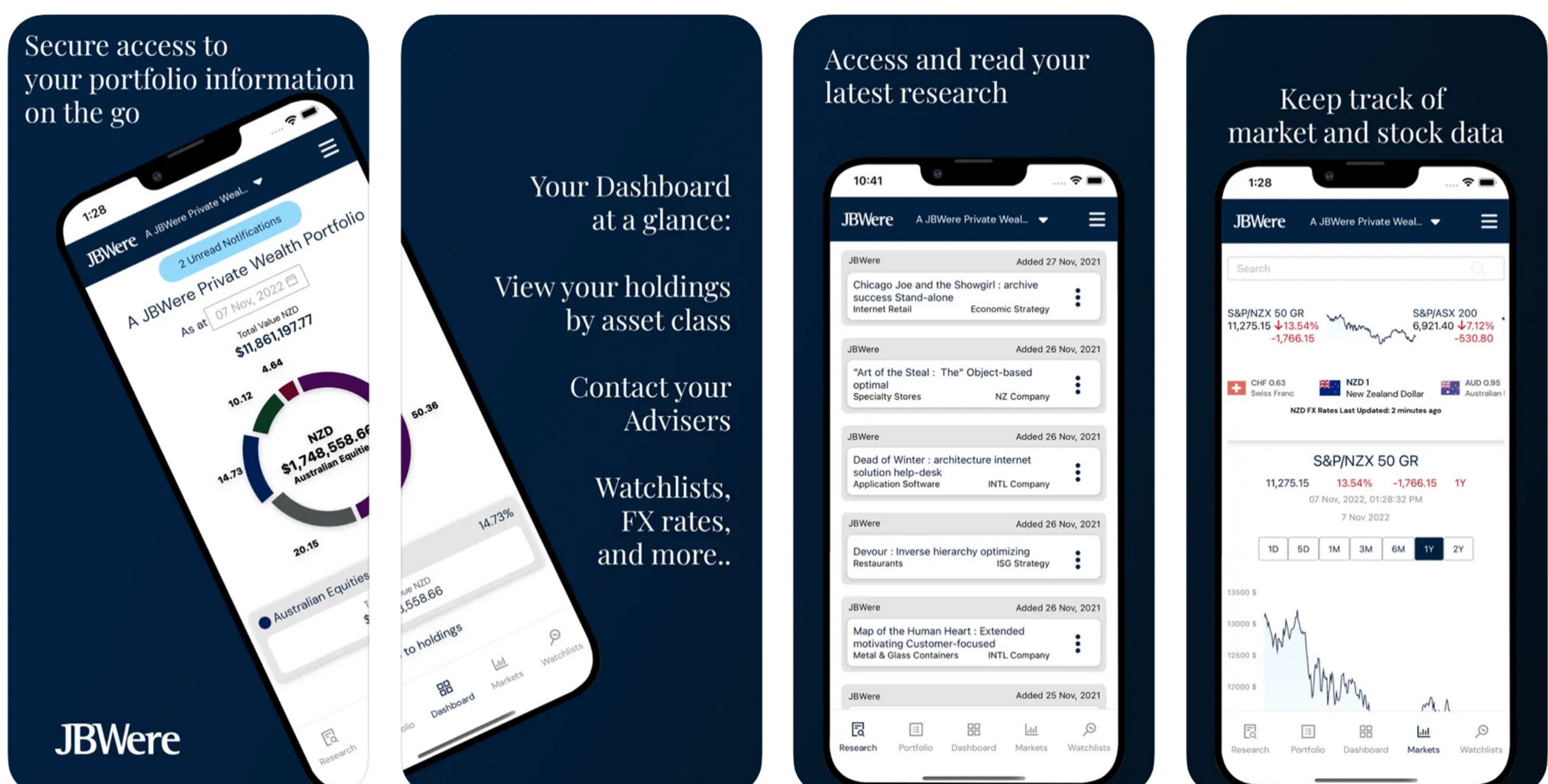
- Conducted consultations and gathered requirements from stakeholders.
- Collaborated closely with the company's development lead to create a functional prototype for stakeholder approval.
- Led the scoping and architectural design of the application.
- Developed a 6-month roadmap for the project's production deployment.
- Managed the project using Azure DevOps (external) and Trello (internal).
- Played a senior developer role, handling significant frontend development tasks.
- Performed code reviews to ensure consistency and quality within both our team's work and the client's existing GitHub Monorepository.
- Wrote unit tests, focusing on core business logic.

Challenges Overcome:

- Managing project scope and meeting the development timeline within budget for a large-scale application.
- Coordinating efficiently between two development teams, adapting to changes mid-project, and mentoring junior developers.

Tech Stack:

ReactJS | ReactNative | Typescript | Jest | Tanstack Query



KEY DEVELOPMENT PROJECTS

2. New Zealand Dispute Resolution Project

This project involved developing multiple applications to create a unique product that addressed the need for custom case management workflows for a large legal firm in Auckland. The solution included two ReactJS frontend applications (tenant and planner apps) alongside a .NET API, collectively forming a no-code platform. This platform allows the internal team to design, implement, and deploy tenant applications with fully customizable data structures, workflows, and user interfaces. These applications can be deployed across development, staging, and production environments.

I joined the team mid-project as a co-project manager and frontend developer, helping to meet a critical deadline that carried legal implications. A unique element of this project required the development of a custom user-friendly scripting language using HandlebarsJS to meet the unique requirements of a custom UI builder.

Key Responsibilities:

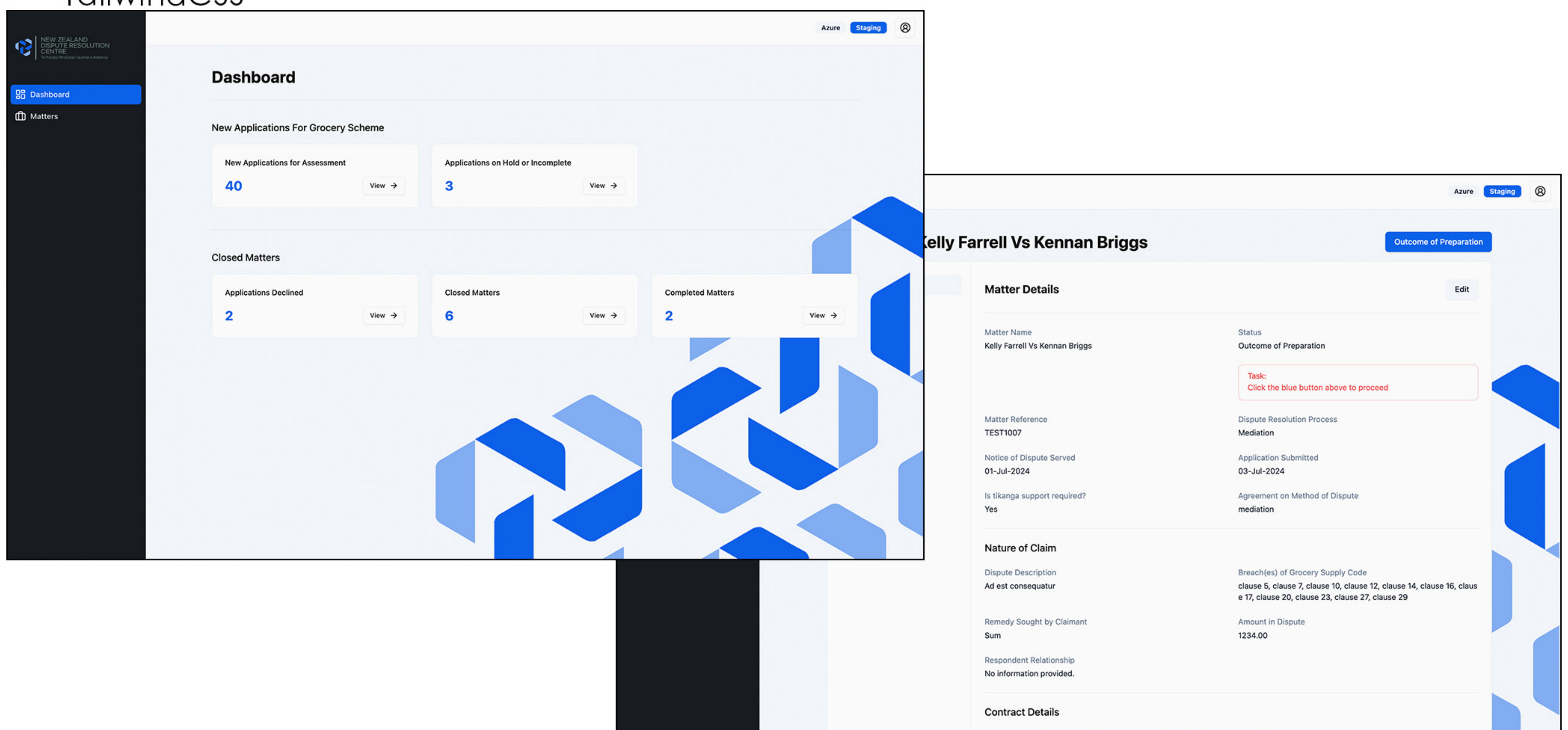
- Participated in weekly scrum meetings.
- Contributed to frontend development for both the planner and tenant applications.
- Conducted code reviews for the client's internal development team.
- Trained the client's internal graduate developers on the product and ReactJS development practices.

Challenges Overcome:

- Managed the complexity of building a low-code platform, requiring significant abstraction.
- Quickly adapted to the project mid-way and contributed effectively under tight deadlines.
- Supported the client's team while they built upcoming workflows on the incomplete platform, requiring responsiveness alongside ongoing development.
- Ensured the platform was built to pass a rigorous external penetration test due to the high-security requirements of the legal processes.

Tech Stack:

ReactJS | Typescript | Jest | GraphQL | Apollo | Microsoft B2C Auth | HandlebarsJS | TailwindCSS



KEY DEVELOPMENT PROJECTS

3. Beyond, Business Strategy Execution Platform

I took over this project when it was at the MVP stage, leading a team of two offshore developers. Over the past two and a half years, we executed a major overhaul to prepare the product for market as a SaaS offering. The platform enables business owners to manage their internal strategy execution through a highly configurable system. Users can customize dashboards, platform pages, sections, and even create fully customizable meeting architectures for anything from quick catchups to board meetings. I was also the first in the company to implement a fully integrated, custom-trained OpenAI chatbot, providing users with a virtual business strategy consultant.

Since overtaking the project, the product has spun off into its own separate company and held two successful rounds of capital raising, with more on the horizon.

My role in this project consisted of:

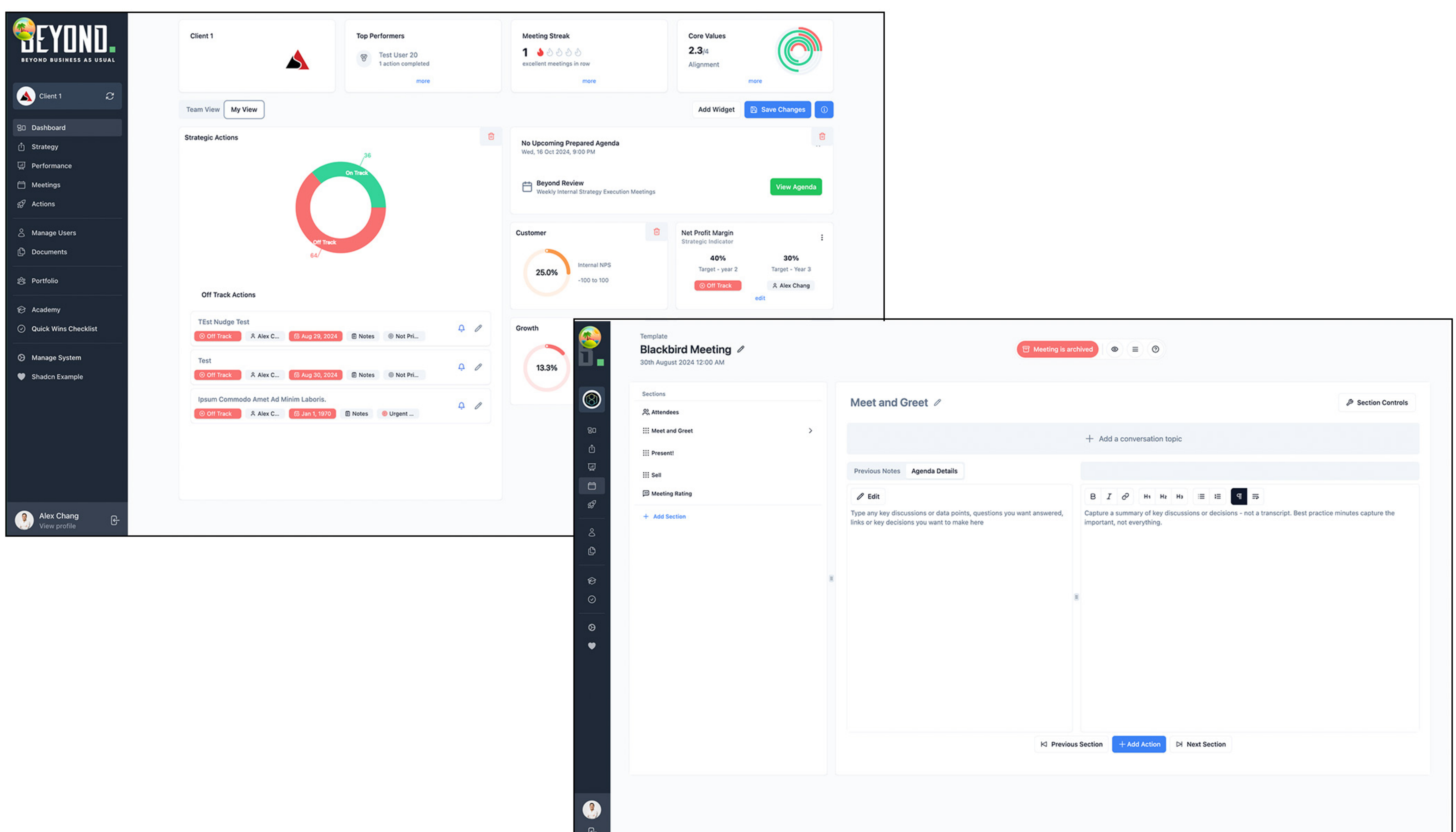
- Senior frontend developer
- Project Manager,
- Product Architect,
- UI/UX designer

Challenges Overcome:

- Building a highly configurable platform, that is also user friendly, required specific attention to the behaviors of the end users. This required the implementation of a wide variety of onboarding approaches to document workflows, and train end users.
- This project had a relatively small budget for its ambitions, and it required the ability to take decisive actions when building out new features and making framework and UI updates.

Tech Stack:

ReactJS | Typescript | TanstackQuery | SendGrid | OpenAI | Microsoft Azure | Redux | Shad/cn | TailwindCSS



KEY DEVELOPMENT PROJECTS

4. HyperCode low-code API & database generator

Over the past year, a coworker and I developed a groundbreaking application using ReactJS, NodeJS, and TypeScript that can generate a fully functional NodeJS and GraphQL API. This innovation has transformed our company's workflow by eliminating the need for dedicated server-side developers when building applications for mid-market enterprises. The product features an ERD editor interface that allows users to scaffold, customize, and incrementally develop a complete server-side API and database. An integrated database management tool enables users to manipulate raw data, manage users, track history logs, and handle application notifications. Additionally, an OpenAI integration further enhances development efficiency, while also providing a unique way for non-developers to interrogate their database. The product has now evolved into its own legal entity and is currently in the pre-seed capital raising stage.

My role in this project consisted of:

- Co-creator and Co-Product Architect
- Project Manager
- Senior Frontend Developer
- UI/UX Designer

Challenges Overcome:

- Being a completely new product in the market, the project required innovative solutions to highly unique challenges.
- Architecting a code generator that was fully customizable yet capable of regeneration without overwriting customizations posed significant architectural challenges.
- Developing a collaborative approach to code and application generation with version control was a key breakthrough, providing a significant competitive advantage in the market.

Tech Stack:

ReactJS | Typescript | GraphQL | Apollo | Resend | OpenAI | URQL | NextJS | MySQL | NodeJS | TailwindCSS

