Avi Flax

Software Engineer/Architect

Summary

- **Deep expertise** in the Web (especially the back end), APIs, architecture, documentation, data pipelines, stream processing, automated testing, cloud infrastructure, infrastructure-as-code, automated deployments, and continuous delivery

- **Extensive experience** in the end-to-end software development process: requirements, planning, design, implementation, testing, deployment, operations, support, maintenance

- **Highly engaged:** collaborative, conscientious, curious, diligent, meticulous, mission-oriented

- **Dedicated** to diversity, efficiency, equity, inclusion, justice, kindness, & sustainability

Experience

2015–2025

2024–2025   *Chief Software Architect*   **Omne**

- Built and refined the team and its strategy, processes, and culture

- Designed and built an ERP system for the manufacturing market

- Tech: PostgreSQL, C#, Playwright, GitHub Actions, Kafka, Azure Cloud, Terraform, Bicep, Docker

2023–2024   *Principal Software Engineer*   **Trudy**

- Designed, implemented, and maintained:

  - An internal prompt engineering tool for rapidly testing many variations of LLM invocations

  - A prototype SaaS product to enable non-experts to craft, test, and use LLM prompts with multiple LLM providers

- Tech: JavaScript, Google Apps Script, Google Workspace APIs, PostgreSQL, HTMX, Python, Django, Clojure

2022–2023   *Staff Software Engineer*   **Latacora**

- Designed, implemented, and maintained:

  - A system that manages access to many AWS accounts via AWS SSO and [Pulumi](#)

  - A system for deploying multiple tools to many AWS accounts via Pulumi

  - A custom database for crucial business data & CLI tools for integrating the DB with tools such as [Fibery](#) and JIRA

- Tech: Clojure, AWS, Pulumi, GitHub Actions, Docker

2020–2021   *Senior Director of Technology*   **Modern Energy**

- Helped bootstrap a new Retail Energy Provider (REP) in Texas' ERCOT market
- Automated wholesale energy trades for a few different markets via [APX MarketSuite](#)
- Helped bootstrap a new HVAC optimization startup by integrating with [InfiSense](#) and [MelRok](#)
- Tech: Clojure, Kafka, Airflow, Python, Docker, Pulumi, Google Workspace APIs

2017–2020   *Principal Software Engineer*   **Funding Circle**

- Leveled-up documentation & knowledge sharing at a 250-person software product org
- Conceived, built, released, and maintained [FC4](#), an open-source framework for authoring software architecture diagrams
- Tech: Clojure, Ruby, Kafka, GitHub Actions, Docker, [C4 Model](#), [Structurizr](#)

2015–2017   *Principal Software Architect*   **Park Assist**

- Rewrote a critical data pipeline using stream processing to reduce latency and improve reliability
- Designed, built, maintained, and operated stream data topologies for high-throughput & low-latency data processing
- Leveled-up engineering culture & practices, e.g. introduced infrastructure-as-code, immutable infrastructure, and continuous delivery
- Tech: Ruby, JRuby, Kafka, Kafka Streams, SQL Server, Kubernetes, AWS, Terraform, CircleCI, Ansible, Datadog

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2005–2015

2015   Timehop

- Rewrote a critical data pipeline using stream processing to reduce latency and improve reliability
- Designed and implemented:
  - A sophisticated integration with Twilio for SMS-based signup
  - A tool for quickly processing billions of records
- Tech: Go (Golang), AWS, Redis, DynamoDB, Kinesis

2014   Thinkful

- Designed and implemented an event-driven system to automate Stripe subscription management
- Tech: Python, Django

2013–2014   *CTO*   **SFX Entertainment**

- Led the design and implementation of an ambitious new-from-the-ground-up streaming music platform
    - With multiple teams: platform, Web, iOS, Android
- Recruited key team members
- Tech: Clojure, REST APIs, AWS

2005–2013   **Arc90**

- Wore many hats: developer, architect, tech lead, director, partner
- Worked with teams to design, build, and maintain sophisticated software platforms, including:
    - A Web/SOA insurance platform covering all key aspects of policy origination and management
    - A Web-based search engine and reference platform for engineers
    - A Web API at the heart of a new-from-the-ground-up news distribution platform for Reuters
- Conducted technical audits of clients' acquisition targets
- Helped manage the business
- Managed client relationships
- Invested much time and effort in recruiting and retaining exceptional team members
- Started practice of regular company-wide code review
- Tech: [ColdFusion](), Groovy, Java, Python, [XQuery](), [XSLT](), [XSD](), [Relax NG](), [eXist](), [MarkLogic](), MongoDB, SQL Server, AWS

1997–2005

2001–2004   ADP

- Refactored, enhanced, and maintained a sophisticated application for producing custom financial documents for on-demand printing
- Tech: Microsoft SQL Server, ColdFusion, XSLT, XSL-FO

2001   register.com

- Team lead position for large high-traffic auction site
- Responsibilities included designing, implementing, and maintaining features; reengineering site technology and architecture
- Created new internal tools and development procedures
- Tech: ColdFusion

2000   RewardsPlus

- Maintained and enhanced a large-scale online employee benefits enrollment system for diverse clients with diverse needs

- Tech: ColdFusion

1998–2000   Words In Progress

- Developed requirements and specifications for high traffic websites directly with clients; crafted application architecture and database design

- Maintained one of the earliest major e-commerce Websites for T-Mobile

- Tech: Microsoft Access, ColdFusion, HomeSite

1998   Ideal Computer Strategies

- Worked with teams of designers, coders, and project managers to concurrently develop and deploy client websites with basic dynamic features

- Tech: Microsoft Access, ColdFusion, HomeSite

1997–1998   PCC Internet Design

- Founded and managed a small Web design shop in Baltimore, MD providing full-service Web design and development to small businesses in the area

- Tech: Windows Notepad, HTML

Output

Speaking

- [(Architecture) Diagrams as Data](#)
  Clojure/conj (2019)

- [Set your data free with model-based architecture diagramming](#)
  Write the Docs Portland (2020)

- [Concurrency via Communication — Large and Small](#)
  Bay Area Clojure Meetup (2018)

- [Large Nested JSON with Spec: A Comedy of Errors](#)
  Bay Area Clojure Meetup (2018)

- [Specifying Other People's Data Structures with Spec](#)
  Clojure/nyc (2018)

- [Stream Data Processing with Kinesis and Go at Timehop](#)
  GolangNYC (2015)

- [The impedance mismatch of Web Microframeworks](#)
  PyGrunn (2014)

Writing

- [A discussion with my CEO](#) on the value of code in the LLM era (June 2025)
- [Some of my favorite resources on software design and development](#) (2021)
- [Conference Highlights: Write the Docs Portland 2019](#) (2019)
- A collection of [resources for learning stream processing](#) (2014–2017)
- [Stack Overflow](#) (2008–)

Code

- I'm currently working on a side project: [a Web app](#) to help community organizers create digital calendars for their community programs
- In 2021 I built and launched the Web app `ny.vax.help` to help people get appointments for COVID-19 vaccines in New York State ([repo](#))
- In 2018 I released [FC4](#), an open-source framework for authoring software architecture diagrams

Canonical Version

The canonical version of this document is available at https://aviflax.dev/resume

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