

# Liubomyr Maievskyi

**CTO-as-a-Service | Solution Architect**

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## PROFESSIONAL SUMMARY

Solution Architect with technical presales and discovery experience. Currently serving as CTO-as-a-Service for an AdTech platform handling millions of daily events. I've led technical discoveries and vendor transitions in FinTech, HealthTech, E-commerce, and Trading. Working with microservices, event-driven architectures, and cloud platforms. Have designed multi-system integrations, done technical audits, and helped companies switch vendors. Experience spans from startups to enterprise platforms, recently focusing on improving development workflows with AI tools.

## PROFESSIONAL EXPERIENCE

### CTO-as-a-Service

**AdTech/Affiliate Ecosystem Client** | 2024 - Present

- Moved from Solution Architect to CTO role after platform launch went well
- **Got 5-star Clutch Review** from the client
- Built platform for tracking, attribution, and offer management using event-driven design
- Handle millions of daily events with reliable message delivery using event sourcing
- Manage integrations with 50+ partners using standard APIs and webhooks
- Created rules engine for targeting campaigns by location, device, and other criteria
- Improved database performance with partitioning and Redis caching
- Set up monitoring and alerting to maintain high uptime and fast response times
- Run weekly architecture reviews and stakeholder calls with the US team
- Started using AI development tools (Cursor, MCP servers) which noticeably sped up our work

### Solution Architect | PreSales & Discovery

2023 - 2024

## **Technical Discovery & PreSales**

- Led discovery work for FinTech, HealthTech, Trading, and HRTech platforms
- Created architecture documentation including diagrams, process flows, and API specs
- Co-authored RFPs and RFIs with clear technical scope, assumptions, and differentiators
- Participated in two competitive tender processes, preparing technical proposals and demos
- Designed technical solutions with implementation roadmaps and risk assessments
- Focused on system integrations and modernizing legacy applications

## **HRTech Platform - Critical Vendor Transition & Replacement**

- Managed vendor replacement for assessment platform over 3 months in a difficult situation
- Did full technical audit covering all layers and used SonarQube to check code quality
- Got back access to repositories, pipelines, and cloud resources that previous vendor controlled
- Ran knowledge transfer sessions and created documentation for the new team
- Set up CI/CD pipelines with automated checks and monitoring dashboards
- Successfully transferred ownership without any downtime

## **FinTech Investment Platform - Strategic Discovery & Architecture**

- Led 3-week discovery for UAE wealth management system using Power Apps and Stripe
- Designed payment system supporting both card and bank deposits with KYC integration
- Created diagrams for customer journeys, settlement processes, and liquidity management
- Built implementation plan with phases and cost considerations

## **MedTech LIMS - Laboratory Digital Transformation**

- Built PCR machine integration to automate lab workflows and reduce manual errors
- Improved code quality significantly - coverage went from 12% to 86%
- Migrated from .NET Core 3.x to 7 without any downtime
- Passed client's internal audit for compliance requirements

# **Solution Engineer | Tech Lead**

2022 - 2023

## **System Integration & Platform Development | 3 Major Deliveries**

### **Manufacturing ERP - Cross-Platform Orchestration**

- Built integration layer connecting BigCommerce, HubSpot, NetSuite, and MES systems
- Created middleware that handles failures gracefully and can retry operations
- Wrote NetSuite scripts to automate order processing and reduce manual work
- Integrated Visa CyberSource payment processing with proper error handling
- Created unified dashboard for operations team to see all systems in one place

### **E-commerce Platform - Performance & Scale**

- Built e-commerce platform using .NET microservices and React with server-side rendering
- Created custom CMS with drag-drop page builder and SEO features
- Implemented fast product search for 50K+ items
- Set up real-time product sync between systems

### **Trading Platform - Discovery & Technical Strategy**

- Ran 4-week discovery to design Go microservices for trading platform
- Compared different streaming technologies and chose best mix for the use case
- Designed system to handle high-volume market data with very low latency
- Helped decide between TradingView and custom charting based on costs and features
- Created technical plan that the team successfully implemented

## **Software Engineer**

2021 - 2022

### **Event Management Suite (EMS) - Legacy Modernization**

- Worked on event management platform for international sports competitions
- Added passport scanning to speed up participant registration
- Built drag-and-drop tool for managing venue seating
- Improved accreditation system for badge creation and printing
- Technology: .NET/C#, WebForms/MVC/Razor, AngularJS/Backbone, NHibernate, SQL Server
- Part of large development team working on legacy system modernization

### **Online Registration System (ORS) - New Platform Development**

- Delivered features across registration, approvals, scheduling, and results management
- Integrated with official timing providers for live results and start list management
- Supported major international events with excellent uptime
- Got positive feedback from client for quickly learning their business

## **KEY ACHIEVEMENTS**

### **PreSales & Discovery**

- Led technical discoveries across different industries
- Created architecture documentation for system integrations
- Developed reusable templates for discovery work
- Managed several vendor transitions without disrupting operations

## Modern Development Practices

- Helped 3 teams start using AI tools for development, which made them faster
- Set up Cursor and MCP server workflows to improve productivity
- Created development standards that many developers now use
- Significantly reduced time spent on QA automation using modern tools

## Technical Work

- Got 5-star Clutch review for AdTech platform handling millions of daily events
- Greatly improved code quality and testing coverage
- Reduced infrastructure costs through better architecture
- Mentored several developers who got promoted

# SPECIALIZED EXPERTISE

## PreSales & Technical Discovery

- Experience with ERP, CRM, payment systems, and trading platforms
- Running workshops to gather requirements from stakeholders
- Writing RFPs, RFIs, and competitive tender proposals
- Identifying technical risks and how to handle them
- Creating delivery plans with phases and cost considerations
- Preparing technical presentations and demos for executives

## AI-Augmented Development Practices

- Created approach for using AI in software development that made teams faster
- Set up MCP servers to connect AI tools with databases and APIs
- Built prompt libraries and coding guidelines for consistent AI usage
- Track metrics like team speed, code quality, and documentation
- Helped teams learn and adopt new development tools

# Technical Expertise

- **Architecture & Patterns:** Microservices, Event-Driven (CQRS, Event Sourcing), DDD, Clean Architecture, API Gateway patterns
- **Backend:** .NET 7/8, [ASP.NET](#) Core, C#, Entity Framework Core, REST/gRPC, WebSockets
- **Frontend:** React, Next.js, TypeScript, Unity (AR experiences), Component Libraries (Storybook)
- **Data & Messaging:** PostgreSQL, SQL Server, Redis, RabbitMQ, ClickHouse (analytics), MongoDB
- **Cloud & DevOps:** Azure, Docker, Kubernetes, Terraform, GitLab CI/CD, GitHub Actions
- **AI Productivity:** Cursor IDE, Claude/GPT integration, MCP Servers, Playwright automation, Code

generation workflows

- **Methodologies:** Agile/Scrum, Kanban, TDD/BDD, DevOps, Presales Discovery & Handover, Technical Audits, Vendor Transition & Replacement

## EDUCATION

### **Master's Degree, Mathematical Methods of Artificial Intelligence**

Taras Shevchenko National University of Kyiv

### **Bachelor's Degree, Computer Science**

Taras Shevchenko National University of Kyiv

## LANGUAGES

- **English:** Professional Working Proficiency
- **Ukrainian:** Native
- **Czech:** Actively Learning