Alex Hovy | Senior Software Engineer | Technical Lead

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Summary

Senior Software Engineer & Technical Lead with 10+ years of experience translating business requirements into technical designs and working software. Focused on C#/.NET, Azure, backend platforms and distributed systems. Combines architectural direction and team guidance with hands-on development of shared services, cloud infrastructure and dependable delivery workflows.

Core Expertise

Backend & Cloud: .NET (C#), Azure, REST APIs, Distributed Systems, Microservices
System Design & Architecture: System Design, Scalability, Performance Optimisation, Event-Driven Architecture
Data & Storage: MSSQL, Cosmos DB, PostgreSQL
Frontend (Supporting): TypeScript, React, Next.js
DevOps & Tooling: Docker, CI/CD, Azure DevOps

Professional Experience

Bluegrass Digital | Senior Software Engineer | Mar 2024 – Present

Designing and delivering integration-heavy enterprise platforms, with responsibility spanning backend engineering, architecture, infrastructure and technical leadership.

Client: **F. Engel**

- Provide architectural direction across interconnected backend services, frontend applications and business platforms.
- Act as primary technical contact between client stakeholders and engineering teams, translating business requirements into technical designs and delivery priorities.
- Lead the augmented engineering team and guide work across teams, establishing engineering standards and modern working practices for new platform capabilities.
- Design and build foundational backend services, shared capabilities and supporting infrastructure; improve deployment workflows and operational reliability.
- Shape system design for scalability, maintainability and long-term reliability.
- Mentor engineers through technical guidance and implementation reviews.

Engineering & Leadership Contributions

- Host internal technical sessions, sharing knowledge across engineering teams and contributing to continuous learning and knowledge-sharing initiatives.
- Contribute to senior engineering and leadership discussions, helping guide technical direction and team practices.
- Use AI-assisted research, planning, implementation and documentation, retaining responsibility for technical decisions and verification.

Other Bluegrass Projects

- Led backend architecture and implementation for Allens Hire, including content management and system integrations; contributed to commerce platform development for Daklapack.

Britehouse Mobility | Senior Software Engineer | Mar 2022 – Feb 2024

- Led delivery across multiple enterprise projects, coordinating cross-functional teams and owning end-to-end delivery across multiple project streams.
- Rebuilt the Tsogo Sun application, improving API scalability and overall system performance through load testing and optimisation.
- Built core analytics and data processing logic for the Shoprite platform, enabling tracking, monitoring, and reporting capabilities.
- Expanded the BIDTravel platform to support multi-brand onboarding, improving system robustness and enabling scalable platform growth.
- Contributed to National Treasury systems, including document indexing, scraping, and platform improvements within a newly developed platform.
- Mentored developers and improved team delivery through structured delegation, code reviews, and technical guidance.

Syncrony Digital | Software Engineer | Feb 2018 – Feb 2022

- Architected and developed a SaaS board portal platform (BoardCloud), including a distributed document storage and distribution system, enabling scalable enterprise governance and collaboration.
- Developed IoT integrations for healthcare monitoring (The Pharma World), including reporting and analytics systems to support real-time insights.
- Contributed across multiple high-impact projects, including data-heavy systems (e.g. Ocean Basket), CMS platforms, and mobile applications, supporting backend, integration, and full-stack development across a multi-project environment.

NetCad | Software Engineer | Jan 2017 – Jan 2018

- Developed internal tools (IntraCad) to improve support operations and system monitoring.
- Built centralised dashboards for client and server management, improving visibility across client and server operations.

OMSA Connect | Technical Support | Jan 2016 – Dec 2016

- Implemented network infrastructure and delivered technical support services.