

## — About .

Founding product engineer. **12+ years** of taking startups from idea to production — across web, mobile, fintech, hardware, and AI. Four founding roles, multiple App Store launches, real revenue moved, real funding raised.

My edge is end-to-end ownership. At iAsig I'm the sole engineer of a multi-product insurance platform integrated with the entire Moldovan banking and government stack — mobile, web, customer cabinet, insurer portals, payments, eID, e-signature. At Lamazing I rescue AI-generated MVPs and ship them to production: replacing broken billing with Stripe and **RevenueCat**, closing critical security holes, getting startups past Apple/Google verification, and turning unmaintainable AI-generated codebases into products people pay for.

I'm the engineer who asks “*why are we building this?*” as often as “*how?*” — equally comfortable owning architecture, shipping production code, and talking to users. If you need one person who can take an early-stage product from zero to revenue, I'm exactly that.

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FOUNDING ROLES · 12+ YEARS

5×

USER &amp; REVENUE GROWTH AT IASIG

\$4M

RAISED · 30× GROWTH AT BATELLE

## — Experience .

### iAsig

June 2025 – Present

Founding Engineer · Sole Engineering Lead

Chişinău, MD · Remote

INSURTECH · MOLDOVA'S FIRST FULLY ONLINE INSURANCE PLATFORM · EQUITY STAKE

Sole engineer behind a multi-product insurance platform integrated with the entire Moldovan banking and government stack. Own architecture, infrastructure, and every shipping decision across mobile, web, customer cabinet, insurer portals, and backend.

- Built and own a **monorepo of 20+ packages** (mobile, web, cabinet, insurer portals, Firebase Functions v1 + v2, document/email/policy templates) — all as the only engineer.
- Built and launched the **React Native + Expo** mobile app from scratch (MobX-ST, NativeWind, MMKV, i18next for EN/RO/RU, Maestro E2E, EAS production builds). Drove **5x user and revenue growth** in the months following launch.
- Integrated the full **Moldovan digital-state stack**: **MConnect** (gov eID), **MSign** (e-signature), **MPay** (gov payments), **Casier** (vehicle registry), plus **MAIB**, **BPAY**, and the new **MIA Plăți Instant** rail from the National Bank of Moldova.
- Integrated **4 insurance carrier APIs** (Anta, Donaris, Grawe, Medical) behind a single product surface so customers see one platform, not a vendor matrix.
- Launched new products end-to-end: **CASCO** (the most configurable CASCO calculator on the Moldovan market — every coverage, deductible, and add-on customer-tunable) and **Home Insurance**. Six products live total: RCA, Green Card, Travel, Vignette, Medical, Real Estate.
- Built an **AI support agent** with **RAG over client policy data** — answers customer questions grounded in the actual policy and registry context, not generic templates.
- Built lapse-detection against the vehicle registry — proactive renewal nudges that prevent uninsured-driving incidents without notification fatigue.
- Built **end-to-end testing infrastructure** — most flows runnable locally, plus **AI helpers** that let coding agents verify their own changes against the real product before shipping.
- Maintain **100% uptime** on a single-engineer rotation; **cut cloud infrastructure cost in half** via targeted optimization without sacrificing performance.

### Lamazing

April 2025 – Present

Fractional Founding Engineer

Remote · US

STARTUP RESCUE · TAKE BROKEN AI-GENERATED MVPs TO PRODUCTION

Embed with seed-stage founders whose AI-generated MVPs stalled before launch. Diagnose the business, fix the code, ship to App Store / Play Store / production. Three engagements to date, plus internal AI tooling for the firm.

- Marketplace for blue-collar service providers** (Yelp-style network of trusted plumbers and tradespeople). Inherited a fully AI-generated codebase with critical bugs and dead code. Shrank the codebase, replaced custom billing with **Stripe**, hardened the mobile UX, and shepherded the iOS + Android apps through Apple and Google Play verification on the first submission.
- AI consumer coaching app** (B2C, freemium). Audited the inherited codebase and found **critical security issues including IDOR and authentication bypass** — patched and verified before launch. Integrated **RevenueCat** for subscriptions, cleaned the codebase, and submitted to both stores.
- Multi-tenant fleet-management SaaS** for truck shops (vehicle, repair, parts, and equipment-lending workflows). Client came with the idea only; I designed the multi-tenant architecture that lets them white-label the platform to resellers, and built the product to production.
- Built an internal **MCP server** that uses language servers to construct a code graph for the firm's LLM agents — symbol-aware lookup and dependency tracing inside large monorepos.
- Stood up **RAG + evaluation pipelines** for internal AI tooling: cost, latency, and answer-quality tracking across model + retrieval-strategy variants.
- Operate as the technical half of business-to-shipped-product engagements: deep-dive the client's domain, propose what to cut and what to build, then build it.

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## The Brief (ex Creatopy)

January 2024 – April 2025

### Senior Software Engineer

Remote · US

#### ADTECH · AUTOMATION FOR DIGITAL-AD CREATION AND DELIVERY

- Shipped **Facebook Dynamic Product Ads (DPA)** end-to-end — designed and built the infrastructure that lets customers auto-generate creative across catalogs of thousands of products.
- Re-architected the catalog backend to handle large-volume customer feeds, unlocking campaign scale that was previously manual-only.
- Boosted app performance by 50%** via targeted optimizations, including reworking the image proxy with HTTP streaming.
- Introduced unit testing to a team without any, drove coverage to **80%**, and used LLM tooling to compress test-authoring time.
- Migrated authentication to modern **OIDC** standards across the platform.
- Built an internal code-review bot that cut average review turnaround **from 2–3 weeks to 1–2 days**.
- Took production on-call rotation. Mentored junior engineers through code review.

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## Calibra

November 2023 – January 2024 · Advisory ongoing

### Founding Embedded Engineer

Remote · US

#### HARDWARE · SMART RGBWW LIGHTBARS & CONTROLLER

Founding engineer for the Calibra Lightbars. Owned firmware, hardware bring-up, and the color-science work. Ongoing advisory role today.

- Built the **C++ firmware** for the lightbars and a wireless dial controller with a circular **LVGL** UI — production-ready MVP in **two months**.
- Designed a color-mixing algorithm calibrated against a light spectrometer, and prototyped an **OpenCV** feature that auto-adjusts lighting from the user's video feed.
- Drove the product through **Indiegogo** launch into customer hands; contributed to PCB design and component selection. Now advisory.

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## Batelle

October 2020 – November 2023

### Lead Software Engineer

Remote · US

#### EDTECH · HIGH-TECH CHILDCARE & SLEEP SCHOOL

- Lead technical role for 3+ years. **Grew the customer base 30x** and was instrumental in closing **\$4M in angel funding**.
- Built the operations CRM from scratch — collapsed multi-hour manual workflows into minutes for the sleep-school team.
- Shipped the **React Native** parent app: parent↔tutor chat plus integrations with hardware sleep aids, iOS + Android.
- Drove hardware R&D — reverse-engineered an IP camera into a smart baby monitor and prototyped a Bluetooth sleep light.
- Owned all major tech choices and stack composition (**Vue, Nuxt, Node, Go, Python, React Native, GCP, AWS**).
- Built early AI features: prompt-engineered chatbots and text summarization woven into the product experience.
- Set the engineering bar: code review, hiring, and mentoring of junior engineers.

## Labs42

January 2017 – October 2020  
Chişinău, MD

### Co-Founder & Technical Lead

- Co-founded the company; set technical direction and engineering culture from day one.
- Ran full project lifecycles — client discovery, scoping, build, launch, and post-launch ownership.
- Grew the engineering team to **15+ developers** and stood up an internship program as a long-term talent pipeline.
- Built CI/CD pipelines that standardized testing and deployment across diverse client app stacks.
- Shipped mobile and desktop apps on cross-platform stacks to compress client time-to-market and cost.
- Owned the client-side conversation: translated business goals into scalable software.

#### iAsig.md — *Online Insurance Platform* (in-house, original build)

- Architected Moldova's first **fully digital, automated** insurance platform on **React/Next.js/GCP** — real-time policy issuance via government registry and local payment integrations. Relaunched in 2025 as an independent company; rejoined as Founding Engineer (see top of CV).

#### Wiremo — *SaaS eCommerce Reviews*

- Architected a **microservice platform** serving **millions of requests daily**, with NLP- and Google-AI-powered review-analysis features.

#### Ermeo — *SaaS Asset Management*

- Shipped an **offline-first** industrial-maintenance mobile app on iOS, Android & Windows with custom sync/cache algorithms for field reliability.

## Starsoft

January 2014 – January 2017  
Chişinău, MD

### Software Engineer

- Built and maintained a **PHP billing system** integrated with Wirecard, Braintree, and PayPal.
- Built a mass-email campaign tool on **Node.js + PostgreSQL** at **2%+ conversion** across hundreds of thousands of sends.
- Shipped **Leaderpages** — a mobile-first personal-page + lead-capture app on Angular 2, Ionic 2, and Node.js.

## — Skills .

### LEADERSHIP & CORE COMPETENCIES

**Product & Strategy.** Product architecture · business strategy · stakeholder collaboration · UI/UX principles · R&D.

**Team & Project.** Leadership · mentoring & training · team management · agile methodologies · recruiting · code review & QA.

**Problem Solving.** Algorithms & data structures · system optimization · debugging complex systems · AI & prompt engineering.

### FRONTEND

#### Frameworks.

React | Next.js | Vue.js | Nuxt | Angular

#### Languages.

TypeScript | JavaScript

### BACKEND

#### Languages.

Node.js | Python | Go | C++

#### Frameworks.

NestJS | Express

#### Architecture.

Microservices | REST | GraphQL

## MOBILE

### Cross-platform.

React Native Expo Electron Ionic / Cordova

### RN ecosystem.

MobX State Tree NativeWind MMKV Reanimated

i18next Maestro EAS

### Native.

Swift Objective-C Java Kotlin

### Store delivery.

App Store submission Google Play submission

Push notifications

## CLOUD & DEVOPS

### Providers.

AWS GCP DigitalOcean

### Tooling.

Docker CI/CD Cloudflare

## DATA & STORAGE

### SQL / NoSQL.

PostgreSQL Firestore

Firebase (Auth · Functions · Analytics)

MongoDB SQLite

### Search & Cache.

Elasticsearch Redis

## PAYMENTS & IDENTITY

### Subscriptions & payments.

Stripe RevenueCat Braintree PayPal

Wirecard

### Moldovan banking & gov stack.

MAIB BPAY MIA Plăți Instant MPay MConnect

MSign Casier (registry)

### Auth.

OIDC JWT Firebase Auth

## HARDWARE & EMBEDDED

### Languages.

C++ Python

### Hardware.

Raspberry Pi Custom Firmware PCB Debugging

Bluetooth

### Computer Vision.

OpenCV

## AI

### Applied.

RAG MCP servers Agent tooling

Eval pipelines Prompt engineering

LLM cost & latency tracking

## — Education & Certifications .

### Technical University of Moldova

B.Sc. Computer Science

utm.md

2019 **College of Informatics & IT**

Technical · Information Technology

ceiti.md

2017

### JSNSD — OpenJS Node.js Services Developer

The Linux Foundation

2020 **Volunteering · CEITI**

Training students for informatics contests & Olympiads · Chișinău, MD

2015 – Present

## — Awards & Recognition .

**Fifth Power: Multimedia — Grand Prize (2019) · Innovoter Hackathon — 3rd place (2019) · Fifth Power: Monetization — 4th place (2017)**

Grand Prize for an AI plugin detecting and blocking toxic comments on any website. Other entries: campaign-finance transparency platform and AI video resumes of news stories.

### National Olympiads in Informatics

National Olympiad 2014

**2nd place** National Olympiad 2015

2014 – 2016

**2nd place**

National Olympiad 2016

**3rd place** IOI Preselection 2016

**7th place**

## — Languages .

Romanian · Native Russian · Native English · Proficient Spanish · Intermediate

Vadim Russu · Founding

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Product Engineer