Curriculum Vitae

Max Voskob

Full Stack Engineer, Product Leader, Solution Architect

Quick overview

Technology stack

- Rust, SQL, JavaScript, TypeScript, C#, C
- Postgres, ElasticSearch, MS SQL, DynamoDB
- VueJS, GraphQL, Apollo, HTML/CSS, vanilla JS
- Linux, AWS, Azure, Windows

Work experience

- 20+ years of hands-on programming
- 13 years as a company co-founder, product leader and full stack developer
- 5 years of IT consulting to government and corporate clients

Domains of expertise

- Early stage projects, R&D and MVP
- Cloud computing, APIs, web applications
- Solution architecture and product leadership
- Technical writing

Work ethics

- Working in distributed teams or solo
- Goal-orientated
- Git, workflow and documentation discipline

Open Source

- https://github.com/rimutaka
- Co-maintainer of quickxml_to_serde, tachograph-reader
- Contributor to AWS Lambda Rust runtime and other projects
- Technical writing and tutorials: https://dev.to/rimutaka

Technical skills in detail

My main skill is in "solving problems". I take both, a high level view at the product and a close-up view at the technical detail.

- **Solution architecture:** system design, integration, micro-services, rapid prototyping
- **Product leadership:** ideation, prototyping, customer research
- **Backend:** Rust, .Net, NetCore, C#, Vb.Net, SQL, XML
- **DB:** ElasticSearch, PostgreSQL, DynamoDB, MS SQL
- **AWS:** EC2, Lambda, S3, IAM, SNS, SQS, AppSync, Cognito, RDS, OpenSearch, SES
- **Azure:** VM, SQL, Functions, Storage, AD, Monitor, Event Hubs
- **Frontend:** VueJS, GraphQL, Apollo, HTML, CSS, JavaScript, TypeScript
- **DevOps:** Git, Docker, Terraform, Jira, Confluence
- **Electronics:** KiCAD, PCBA, digital circuit troubleshooting, prototyping
- **Mechanical:** 3D design, 3D printing, assembly, prototyping
- **Embedded:** C, testing, integration

Major projects from the last 10 years

- **An Android-based AI camera:** product leadership, hardware, embedded, Android Java, C# with a microservices backend on AWS (sensorable.io)
- **An inventory management system for e-commerce:** product leadership, solution architecture with a backend on AWS (mventory.com)
- **A dynamic image generation system for printing industry:** .Net, MS SQL, AWS EC2, IIS, XML/XSLT, HTML, CSS (zetaprints.com)

Work history

2019 - present: Consulting and contract work

Helping businesses from all over the globe with system architecture and full stack engineering.

Contributing to Open Source and Rust ecosystem.

2016 - 2019: Sensorable Systems Ltd

An Android-based AI camera for security, road safety and traffic analysis. The project spanned hardware, embedded and cloud software.

My role: co-founder, hardware concept, manufacturing, field testing, AWS cloud, UI, team coordination, customer relations.

Challenges: finding a balance between cost, features and h/w capabilities.

Achievements: launch of an R&D-heavy product on time and 30% under budget.

Takeaways: the value of a great team, advisors and investors.

The goal of the project was to make a smart battery-powered camera with cellular connectivity using commodity hardware and electronics. After a series of prototypes and initial market validation, the team grew to include an electronics engineer, a 3D-designer and a machine learning expert as a co-founder. Together we launched a unique and fully functional product to make cities safer for cyclists, pedestrians and road workers.

2013 - 2016: mVentory Ltd

A mobile inventory system for creating beautifully photographed and well described e-commerce listings.

My role: co-founder, product leader, solution architect.

Challenges: make a digital product that fits seamlessly into an ad hoc retail workflow.

Achievements: an easy to use system, tens of thousands of products listed online by customers.

Takeaways: solve problems worth solving, focus, move fast.

Our mission was to help retailers list more products online by making the listing process as seamless as possible. I was solely focused on product management across Magento, Android, AWS and hardware peripherals. Most of my time was spent in shops and warehouses working closely with customers and relaying my experiences and ideas back to the team.

2006 - 2015: ZetaPrints Ltd

An online ordering platform for commercial printers to take personalized orders using sophisticated design templates.

My role: company founder, initially solo developer, later product leader.

Challenges: use of then novel SaaS model, early adoption of AWS, building a distributed team.

Achievements: thousands of happy customers, millions of designs created and printed, financially successful.

Takeaways: importance of excellent customer service, how to work across 4 time zones.

ZetaPrints helped many small and medium printing businesses to switch from a manual ordering process to e-commerce with artwork customization. The MVP solution I developed initially took off and the demand quickly outgrew what a solo developer could provide. I shifted my role to product management, customer support and coordinating a small distributed team that stayed together for many years.

2005 - 2006: NSW Police

NSW Police / Attorney General Department data exchange interfaces and some strategic IT initiatives within NSW Police.

My role: XML Architect

Challenges: getting all the stakeholders to agree on the data format and API specification.

2003 - 2005: MSI Business Systems Pty

My role: interoperability, data and solution architecture consultant.

Clients: large NZ businesses and government departments.

2001 - 2003: EDS NZ Ltd

An internal document digitization platform to assist a major effort by a NZ government agency with a move from paper-based to an electronic workflow.

My role: software developer (VB6, MS SQL, IIS, MSMQ).

1993 - 1999: Rostov Telephone Company

I bootstrapped a small fixed line telco company in my late teens, early 20's. A mix of good luck, bold decisions and an exceptional team helped us grow to 20,000+ subscribers in direct competition with the state-owned monopoly. The business was acquired by a competitor.

My role: co-founder, CEO.