

Andrew Evan Smith

Software Engineering Leader | CTO | Director of Software | Engineer

Remote or Louisville, KY-local; open to relocation (including international)

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EXECUTIVE SUMMARY

Hands-on technology leader who still ships code. I build products, platforms, and teams that move revenue and reliability. Recent stack: TypeScript/Node and Python with React/Next.js on AWS & GCP. Comfortable rebuilding teams and architectures, driving roadmaps/OKRs, and measuring impact. Comfortable with modern AI tooling/workflows.

KEY ACHIEVEMENTS

- Subscriptions from zero to >\$1M ARR in 12 months (2024) • Academy ~ \$500K forecast for 2025
- +35% checkout conversion • >50% faster median load times on ActionVFX website post redesign.
- Weeks off product release cycles via AWS asset pipeline (S3/Lambda/CloudFront); six-figure cost savings
- Scaled engineering from 1 to 15 while supporting startup revenue growth from <\$5M to >\$100M revenue

SELECTED EXPERIENCE

ActionVFX | Remote / Louisville, KY

Chief Technology Officer, Software Lead | January 2022 – Present

Leading technology transformation at premier VFX content provider, combining hands-on development with strategic leadership to drive business growth and innovation.

Strategic Initiatives & Business Impact:

- Implemented subscription-only service from concept to \$1M+ ARR in first year, implementing comprehensive pricing strategy, user onboarding, and Stripe integration
- Delivered ActionVFX Academy learning platform, projecting \$500K revenue for 2025 launch year
- Architected the operational + technical infrastructure to support the ActionVFX marketplace which launched in 2024 - which now pays contributors from dozens of countries.
- Led the development of the new optimized [ActionVFX.com](#) website in 2023, which brought marked improvements of all notable e-commerce and SEO metrics.

Technical Leadership & Innovation:

- Designed and implemented AWS-based media pipeline (S3, Lambda, CloudFront) reducing content release cycles by several weeks, reducing cost by ~30%
- Led GenAI initiatives including AI-assisted artist tooling with ComfyUI, Python, Pytorch & Tensorflow
- Implemented improved search capabilities using Algolia, improving content discovery and user engagement

- Established data preparation workflows for ML model training, including asset selection, tagging, categorization, ETL, and secure vendor delivery

Team & Process Leadership:

- Built and mentored high-performing engineering team with focus on quality and innovation (scaled between 2 and 7 full-time engineers depending on the cycle).
- Worked with a fully remote team, often working with off-shore contractors for various projects.
- Implemented structured operating rhythm including quarterly OKR planning, incident response procedures, and continuous improvement practices

Technology Stack: Web: TypeScript/Node.js, Rails 7, Next.js, React, PostgreSQL, Redis, AWS, Algolia

Tools Stack: Electron, Nuke, Python, Pytorch, TensorFlow, ComfyUI, GPT-like APIs & more.

Car Keys Express | Louisville, KY

Director of Software | May 2012 – January 2022 (*Senior Engineer → Principal Engineer → Director role*)

Led software engineering efforts for this automotive technology company, driving digital transformation and being a meaningful part in supporting their 10x revenue growth during my tenure.

- Principal engineer for kiosk UX (CKE ROKS and retail platforms): flows, reliability, telemetry; deployed to hundreds of retail stores.
- Computer vision/AI: deployed automotive key identification from images/video; integrated results across enterprise systems
- B2B integrations & pipelines (NetSuite, Coupa, SAP, EDI): up to ~\$10M annual transaction volume
- Core platforms: CRM/ERP, B2B/B2C e-commerce, warehouse & HR; invoicing processing ~ \$80M+ annually
- Reliability & delivery: CI/CD standards; modernization from PHP/MySQL to monolith + services + serverless

Technology Stack: PHP/Laravel back-end, MySQL/MongoDB, React front-end, AWS, S3, Aurora, Lambda

A.E. Smith Consulting | Remote

Engineering & Leadership Consultant | 2008 – Present

Providing fractional CTO and engineering consulting to startups and established organizations.

- **Stanford University (Consultant):** Built team and dev workflow to build a patient care management platform and mobile app for the school of medicine as part of clinical research (TypeScript, React, GCP, MongoDB, Kotlin, Objective-C)
- **Impassion Media (Fractional CTO):** Engineered high-volume citizen journalism platform to combat election fraud during Afghanistan (django website/SMS/IVR)
- **HealthCentral (Freelance Developer):** Implemented web-based diagnosis visualization screens as part of R&D for one of their new web properties (Javascript, Angular, Firebase)
- **Harvard University (Consultant):** Multi-year engagement designing and developing websites (Wordpress)

TECHNICAL EXPERTISE

Languages & Frameworks: TypeScript, Node.js, Python, Ruby/Rails, PHP/Laravel, React, Next.js, SQL

Cloud & Infrastructure: AWS (S3, CloudFront, Lambda), GCP (App Engine, Cloud Functions, BigQuery), Docker, Kubernetes, Terraform

Data & Performance: PostgreSQL, MySQL, Redis, Algolia, Performance Optimization, Caching Strategies

Commerce & Integration: Stripe, Payment Systems, API Design, Microservices, Event-Driven Architecture

AI/ML & Innovation: ComfyUI, Computer Vision, ML Data Pipeline Development, Model Training Workflows

Leadership Tools: Agile/Scrum, OKRs, JIRA, Confluence, GitHub, CI/CD, Monitoring & Observability

EDUCATION & PROFESSIONAL DEVELOPMENT

Berea College — Bachelor of Science, Computer Science & Mathematics

Northern Kentucky University — MBA Coursework (2021-2022)

Certifications:

- Certified Scrum Product Owner (CSPO) — Scrum Alliance
- Docker Essentials: A Developer Introduction — IBM
- Machine Learning with Python — IBM
- Introduction to Data Science — IBM