



Alex Salmon

senior software engineer

Senior Software Engineer with 12 years of experience building SaaS products across startups and scale-ups. Specialising in TypeScript, React, AWS, and frontend architecture, with a track record of setting technical direction, leading post-acquisition platform integrations, and shipping enterprise LLM-powered products.

EXPERIENCE

Nextthink

software engineer 4 mar '24 – now

- > DEX platform valued at ~\$3B following a majority investment from Vista Equity Partners in 2026.
- > Led the post-acquisition integration of AppLearn's micro-frontend platform into Nextthink's DEX suite, aligning distributed engineering teams onto shared architecture and practices.
- > Engineered an LLM-powered in-app AI assistant delivered via browser extension, launching the product with early enterprise technical preview customers.
- > Set technical direction through RFCs and ADRs, drove code review culture, and onboarded engineers across distributed teams in Switzerland, Spain, and beyond.

AppLearn

senior software engineer apr '16 – mar '24

- > Acquired by Nextthink in 2024, directly transitioning the team and platform into Nextthink's DEX suite.
- > Contributed to securing a \$25M growth investment from K1 Investment Management by delivering an enterprise-grade Digital Adoption Platform.
- > Built and scaled a global multi-tenant SaaS platform on serverless AWS, serving hundreds of enterprise customers across global brands.
- > Drove successive front-end platform migrations (PHP, Angular, React), architecting the browser extension DAP component layer central to the core product.
- > Grew into leading cross-functional projects, coordinating between Product and Architecture teams and mentoring junior engineers.

BI WORLDWIDE · front end developer · oct '14

Benson Price Consultants · web developer · sep '13

The University of Salford · BSc Physics

SKILLS

Frontend

Strong focus on highly interactive UI development and client-side performance.

- Angular
- Canvas
- CSS
- Framer Motion
- HTML
- JavaScript
- React
- Redux
- RxJS
- Storybook
- SVG
- Tailwind CSS
- TypeScript
- Web Extensions

Backend & Cloud

Serverless-first AWS architecture with experience across the full deployment stack.

- AWS
- CloudFront
- DynamoDB
- GraphQL
- Lambda
- Node.js
- REST APIs
- S3
- Serverless

Testing

Behaviour-driven testing across unit, integration, and end-to-end layers.

- BDD
- Jest
- Playwright
- React Testing Library
- Vitest

Leadership & Planning

Strategic planning, team leadership, and cross-functional project delivery.

- Agile
- Mentoring
- Project Leadership
- Prototyping
- RFCs / ADRs
- Roadmapping
- Stakeholder Communication
- Technical Direction

Practices

Cross-functional delivery with a focus on maintainability, extensibility, and developer experience.

- AI-assisted Development
- Architecture
- CI/CD
- Code Review
- Docker
- LangChain
- LLM Tooling
- Micro-frontends
- Monorepo
- Platform Migrations
- System Integration

CONTACT

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