Alexander Rembridge

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Summary

Hands-on product engineer with 9+ years of experience shipping software that addresses client needs, delivers new features and solves organisational challenges. Works closely with product managers to shape product direction and deliver better user experiences through feature experimentation and data-led iteration. Collaborates with senior leadership on complex technical issues, presenting solutions, making trade-offs clear and driving effective decision-making. Uses AI to deliver high-quality software and accelerate engineering workflows. Experience spans backend development, data science, data engineering, platform, web and frontend development.

Experience

Lyst **Senior Software Engineer & Tech Lead** May 2023 - Present

Shopping Experience

- Restored technical direction and coordinated delivery across a complex product area during a leadership gap.
- Designed a minimal re-architecture of another team's checkout codebase, enabling the rapid release of Express Payments with Apple Pay.
- Worked closely with Legal to translate international-shipping requirements into compliant checkout product and technical changes.
- Coordinated the response to an incident involving incorrect data being sent to retailers, including a mass retailer outreach exercise to identify affected partners and manage communications.
- Improved automated anomaly detection across retailer and regional data using Monte Carlo analysis and aggregated distributions, automatically surfacing broken retailers and regional failures such as Apple Pay not working in the US.

Member Experience

- Appointed Tech Lead for the Membership Experience team during a period of high attrition. Stabilised the team and coordinated product development across iOS, frontend, backend and CRM.
- Worked closely with the Product Manager to design and build a new order history feature across multiple platforms. Translated a complex security vulnerability into a clear narrative for senior leadership, proposed options from the quickest mitigation to the most complete solution and built the selected solution across multiple platforms, turning a customer need into a cohesive product experience.
- Improved team execution as Tech Lead by restructuring large streams of work and overhauling Agile practices: sprint completion rose from 60% to 85% and team satisfaction from 65% to 78%, while continuing to lead through hands-on technical and product decisions.

Data Platform

- Exposed a 30% blind spot in frontend analytics, where missing data had gone undetected; diagnosed the pipeline failure, developed a rollout plan to resolve it and added observability to alert on similar failures.
- Took ownership of the data tribe's biggest issue, data quality, and drove data strategy through two key initiatives: data-quality measurement and data-contract development, doubling company-wide data validity.

Sparta Commodities **Senior Data Engineer** Jan 2023 - May 2023

- Analysed recurring pain points in the code base and authored a roadmap with 30 actionable items for the CTO to implement (prioritised by effort and impact).
- Created a report on database technologies for streaming high-frequency trading data from Kafka.

Lyst **Senior Software Engineer** Mar 2022 - Jan 2023

- Built developer tooling to identify and visualize inefficiencies and vulnerabilities in the python code base. After reporting this to the C-Suite we re-evaluated our practices saving £20,000pcm.
- Prototyped a more efficient mechanism for retrieving product-update data; the successful prototype led to a new team being created to scale the service and launch it in production.
- Implemented key parts of Lyst's flagship multi-retailer shopping cart, enabling a consistent purchase experience across payment providers with different logical requirements.
- Developed a webhook architecture that let retailers push information at the appropriate time, improving data freshness and reducing redundant retrieval.

Deloitte **Applied Machine Learning Consultant** 2017 - 2022

- Trained machine learning models to analyse the compliance of telephone sales calls that were reviewed and signed off by the FCA for production use.
- Developed AWS CDK (Python) infrastructure that allowed customers to ship their own customized instances of the company’s flagship application on their own AWS accounts (using CodePipeline).
- Built a cross-domain model evaluation framework that increased client trust in model performance and was ultimately adopted as a core product feature due to strong customer demand.
- Led and managed engineering teams while remaining hands-on across machine learning, cloud infrastructure and client delivery.
- Designed and ran Python and AWS bootcamps, training dozens of consultants and developers, many of whom transitioned into software engineering roles.

Nuffield Health **Finance Assistant** 2016 - 2017

- Supported the Physiotherapy Finance Team with billing, streamlining workflows as I went along.

Opes Financial Services Alexander Hall **Mortgage Adviser** 2014 - 2016

- CeMAP-qualified mortgage adviser delivering tailored financial advice to a wide variety of clients.

Thames Christian College **Teaching Assistant** 2013 - 2014

- Led GCSE mathematics revision sessions and classroom support.

British Petroleum **Market Risk Oil Internship** Summer 2012

- Worked on data reconciliation during a platform migration and quickly learned core concepts in futures and derivatives trading.

Education & Qualifications

- Exeter University **BSc Mathematics** First Class Honours
- Sutton Grammar School **A-Levels** AAA **GCSE** 9×A* | 2×A
- Udacity Machine Learning Nanodegree 6-month online programme
- AWS Solutions Architect Associate (expired) Certified in architecting scalable, secure cloud systems