



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 MFE architecture, having driven front-end architecture decisions, led a post-acquisition platform integrations, and shipped LLM-powered enterprise tooling.

EXPERIENCE

Nexthink

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 Nexthink's DEX suite, aligning 16 engineers across 4 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 Nexthink in 2024, directly transitioning the team and platform into Nexthink'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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