

Conrad Bartels Daal

Principal Software Engineer & Solution Architect | AI Engineering

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Specialisation: Solution Architecture · Technical Leadership · C# · .NET · Node.js · TypeScript · React · Cloud · Kubernetes · DevOps · AI-assisted engineering

INTRODUCTION

I'm a builder, architect, and technical leader with 15+ years taking software from a blank repository to production — hands-on as an engineer, in charge as a Tech Lead and CTO, and end-to-end as a three-time founder. That range is the point: I write the code, make the architecture decisions that have to hold for years, lead the team, and advise the stakeholders. My track record spans government, enterprise, Big Four consulting, startups, and scale-ups — as a CTO I scaled an engineering organisation from 5 to 20 developers across three countries in 15 months; as an engineer I've shipped everything from a legacy-to-Kubernetes government rebuild and event-driven microservices SaaS to an award-winning retail app. I build mainly in C#/.NET and TypeScript (React, Node, NestJS) on AWS, Azure, and Kubernetes — with Terraform, CI/CD, and clean architecture as standard practice.

Over the past three years I've brought that engineering depth to AI — designing AI-assisted delivery workflows, integrating local and cloud LLMs into production, and building custom agentic tooling. I apply that architectural judgement to where AI actually belongs in a system: model selection (local vs. cloud), data and security boundaries, integration patterns, and the review gates that keep AI-built software robust and production-ready. I'm now focused on AI architecture and technical-leadership roles — helping organisations make sound architecture choices for secure, dependable AI — with deep engineering foundations and hands-on AI delivery behind every decision.

TECHNOLOGY & AI TOOLING

AI Tooling & Integration	Claude Code (custom skills), Cursor, GitHub Copilot, ChatGPT, Ollama, LM Studio, LLM integration in applications (OpenAI & Anthropic APIs, Ollama), AI agents & copilots, Agentic workflow design, Local-vs-cloud model selection, Local model deployment, Prompt engineering, AI-accelerated delivery
Web	.NET, ASP.NET, C#, CQRS, Docker, Entity Framework, GraphQL, Microservices, NestJS, Node.js, OpenAPI, REST, Serverless
Frontend	Angular, CSS, HTML, Next.js, React, Tailwind CSS, TypeScript, TurboRepo, Storybook, Webpack
Mobile	Android, iOS, Kotlin, Objective-C, Swift, Xamarin
Cloud	AWS (ECS, S3, SES, RDS, Cognito, Route53, CloudFront), Azure, OpenShift, Kubernetes, Terraform, ARM Templates, CloudFormation, Bash, PowerShell, Redis, RabbitMQ
Storage	Azure Cosmos DB, SQL Server, MongoDB, MySQL, PostgreSQL, Supabase, S3
DevOps	Azure DevOps, GitHub Actions, CI/CD, Jenkins, SonarQube, Grafana, Helm, YAML Pipelines
Testing	Unit, Integration, E2E, TDD, xUnit, JUnit, Postman, JMeter, Moq
Architecture	Clean Architecture, DDD, SOLID, Microservices, Solution Architecture, MVVM, MVC
Leadership	CTO-as-a-Service, Tech Lead, Team Mentoring, Hiring, IT Strategy, Agile/Scrum, Stakeholder Management

WORK EXPERIENCE

Tech Lead & Backend Developer | UWV (via FreshMinds) | 07-2025 – Present

Dutch government digital-transformation programme at UWV (the Employee Insurance Agency), rebuilding the legacy dagloon (daily-wage) calculator — which legally sets the benefit amount citizens receive for national employee-insurance schemes (unemployment, sickness, disability) — into a modern, containerised

architecture on OpenShift. Progressed from backend developer to Tech Lead for one of two delivery teams (each ~3 backend developers, 2 testers, an IBM BAW developer, and a business analyst; shared PO, scrum master, and UX). First production release now being finalised.

Responsibilities:

- Drove the team's architecture and tooling decisions and coordinated cross-team technical alignment across both delivery teams
- Architected and helped build the core dagloon calculation API in .NET, deployed on OpenShift
- Built the GitOps deployment foundation with Kustomize, ArgoCD, and Kubernetes — a reusable configuration adopted by all applications across every environment
- Helped the team set up and configure CI/CD pipelines across Dev, Test, Acceptance, and Production, with standard pipeline templates reused across all apps
- Provided ongoing technical guidance — code reviews, technical refinements, and architecture discussions — and mentored the team's developers

Technologies:

.NET · C# · OpenShift · Kubernetes · ArgoCD · Kustomize · GitOps · Azure DevOps · IBM BAW · Docker · CI/CD

Senior Software Engineer | Stater (via FreshMinds) | 09-2024 – 05-2025

Platform Integration Team at Stater, the largest mortgage servicer in the Netherlands (€300B+ in mortgages across the Benelux and Germany). Built and maintained the microservices that integrate Stater's mortgage platform with internal and external services. Role combined hands-on delivery with quality, observability, and team enablement.

Responsibilities:

- Developed and maintained scalable C#/ASP.NET microservices integrating internal and external services, in a Kubernetes-orchestrated containerised environment
- Strengthened the team's testing strategy — established consistent unit and integration testing practices where coverage had been uneven, and surfaced critical challenges to existing workflows and processes
- Mentored junior developers toward stronger testing and architectural thinking
- Co-authored architecture and process improvement proposals focused on scalability and maintainability
- Improved CI/CD pipelines in Azure DevOps and implemented Grafana/Helm observability — issues surfaced proactively from dashboards instead of being discovered in production

Technologies:

ASP.NET · C# · Azure DevOps · CI/CD · Docker · Entity Framework · GitOps · Grafana · Helm · Kubernetes · Microservices · MySQL · Unit Testing · SOLID · Clean Architecture

Senior Software Engineer | BCS HR Software (via FreshMinds) | 02-2024 – 08-2024

BCS HR Software, an established Dutch HR & payroll SaaS (~3,000 customers). Engaged to drive modernisation of its HRM/Payroll platform — architecture and refactoring decisions, identity migration, and engineering-practice improvements — during a pre-production rebuild.

Responsibilities:

- Drove architecture and refactoring decisions for the platform modernisation; evaluated the existing codebase and produced targeted improvements and a phased refactoring roadmap
- Led migration from legacy identity provider to BCS Login: implemented OAuth 2 for the webapp and JWT authorisation for the web API, refactored user registration services, and created reusable HTTP client factory, REST client, and authentication modules
- Built Docker-based local development environment, automating MySQL and Redis setup in containers with automatic test data restoration — significantly reducing developer onboarding friction
- Organised knowledge-sharing sessions with offshore teams in Romania on testing strategy, analysing and improving the existing test suite and recommending better approaches to accelerate deployment

Technologies:

Angular · ASP.NET · Azure DevOps · C# · CI/CD · Docker · MySQL · OAuth2 · JWT · SSO · SOLID · Clean Architecture

Founder & Principal IT Consultant | Pacoradius | 12-2022 – Present

Pacoradius is my independent consultancy for solution architecture, Fractional CTO services, and end-to-end software development for startups and growth-stage companies — operated alongside my contract engagements (via FreshMinds).

Responsibilities & Achievements:

- **Car rental SaaS platform (Aruba, 2022–2023)** — led the full engagement from architecture through initial build, solo: multi-account AWS in Terraform, Next.js/NestJS/PostgreSQL, AWS Cognito, Azure DevOps CI/CD; handed the fully documented platform to the client's in-house team
- **DevOps optimisation, Overstappen.nl (2023)** — CI/CD performance and release-flow consultancy: bundle-size reduction, custom build-analysis tooling, standardised build and release processes
- **Training & certification platform (Aruba startup, 2024)** — architected and built the full MVP solo (Next.js, Supabase, GitHub Actions CI/CD); live in staging and production; delivered end-to-end with Claude Code and Cursor; integrated OpenAI and Claude (Anthropic) APIs for in-app AI features
- **Paco Money (2024–Present)** — self-funded personal finance product combining on-device Ollama inference for budget analysis with OpenAI and Claude (Anthropic) API integrations — local-vs-cloud model choices working in one product
- **AI delivery infrastructure (2025–Present)** — built reusable AI-delivery tooling: custom Claude Code skills, structured task orchestration, and folder-driven agent workflows; AI-generated test suites, documentation, requirements, and user stories — all behind explicit review gates, architected and reviewed by me

Technologies:

AWS (ECS, S3, SES, RDS, Cognito, Route53, CloudFront) · Terraform · NestJS · Next.js · React · PostgreSQL · Supabase · Docker · Azure DevOps · GitHub Actions · GraphQL · Tailwind CSS · TurboRepo · Storybook · Claude Code · Cursor · OpenAI API · Claude API · Ollama · LM Studio · ChatGPT · Copilot · SOLID · Clean Architecture

Chief Technology Officer | Overstappen.nl | 02-2020 – 06-2022

Led all technology strategy and delivery for a leading Dutch insurance comparison platform, serving hundreds of thousands of customers annually across six web applications. Directed a cross-functional team of 15+ across three locations (Netherlands, Ukraine, Greece).

Responsibilities & Achievements:

- Scaled engineering organisation from 5 to 20 developers across three countries within 15 months through restructured hiring, onboarding, and mentoring
- Architected and led development of a new Next.js/React/AWS platform, increasing code reuse, quality, and release capability across all products serving hundreds of thousands of customers annually
- Designed and executed migration of three on-premises applications to a multi-account AWS cloud infrastructure — improving performance, security posture, and reducing operational costs
- Cut release time in half through DevOps process and pipeline optimisation — automated testing, code scanning (SonarQube), and approval-gated pipelines — reducing release-cycle dependency on developers
- Consolidated planning and delivery governance across four product teams through improved agile/scrum processes

Technologies:

ASP.NET · AWS (ECS, S3, SES, Route53, CloudFront, Aurora Serverless) · Azure DevOps · C# · CI/CD · CloudFormation · Docker · MySQL · Next.js · React · TypeScript · SonarQube · Serverless Framework · TurboRepo · Storybook · SOLID · Clean Architecture

Manager – Software Developer | Deloitte Nederland | 09-2018 – 01-2020

Digital@Deloitte group, focused on Mobile, Web, Cloud, and Employee Experience for 6000+ employees. Responsible for technical architecture, team leadership, and delivery of enterprise-grade cloud infrastructure automation.

Responsibilities & Achievements:

- Led design and development of a self-service enterprise infrastructure automation platform and portal for Azure — replacing manual, ticket-based provisioning with secure, compliant self-service deployments across all European member firms
- Standardised technical architecture, development practices, and testing frameworks across multiple mobile and cloud applications — new applications started from proven templates and practices instead of from scratch
- Implemented Infrastructure as Code best practices, templates, and scripts used as the foundation for all infrastructure deployments across Europe
- Established code review, SonarQube scanning, and Postman test automation processes — achieving required security and compliance levels, measurably improving project delivery
- Responsible for team mentoring, developer onboarding, training, and agile practice setup in new product scrum teams

Technologies:

.NET Core · ASP.NET Core · Azure · Azure DevOps · ARM Templates · C# · CI/CD · Docker · Entity Framework Core · Azure Cosmos DB · Infrastructure as Code · PowerShell · SonarQube · TypeScript · SOLID · Clean Architecture

Product Manager | M-Wise | 01-2017 – 08-2018

M-Wise is a marketing organisation specialising in customer-centric retail marketing. Led a product team of 6+ members designing and building an event-driven microservices loyalty platform.

Responsibilities & Achievements:

- Led product team of 6+ (backend, frontend, UX/UI) designing and building an event-driven microservices SaaS loyalty platform — cutting new-client onboarding time by ~75%
- Managed backlog prioritisation, sprint planning, story point allocation, reviews, and retrospectives
- Coordinated with an external law firm to secure €150K+ in WBSO R&D tax benefit for the project
- Responsible for technical and architectural design of the product; facilitated client relationships throughout all project phases

Technologies:

.NET Core · ASP.NET Core · Azure · Azure DevOps · C# · Entity Framework Core · Microservices · MongoDB · SOLID · Clean Architecture

Senior Software Engineer | M-Wise | 07-2016 – 08-2018

Dual technical leadership and product role, leading research, design, and development of M-Wise's new flagship event-driven distributed microservices SaaS cloud application.

Responsibilities & Achievements:

- Built and led a new product team from the ground up — research, architecture, and full delivery of the flagship SaaS platform
- Developed reusable core libraries (Service Bus Messaging, MongoDB data layer, microservices architecture modules) — substantially increasing development speed and productivity
- Implemented test automation across all stages: unit, integration, and load testing with xUnit, Postman, and JMeter
- Set up Build and Release CI/CD with Visual Studio Team Services; led technical brainstorming sessions, code reviews, and developer mentoring
- Refactored legacy platform architecture to microservices, significantly increasing development velocity

Technologies:

.NET Core · ASP.NET Core · Azure · Azure DevOps · Azure Service Bus · C# · CI/CD · Docker · Entity Framework Core · Microservices · MongoDB · MySQL · xUnit · JMeter · Postman · SOLID · Clean Architecture

Lead Developer | Butiqs | 07-2015 – 06-2016

Butiqs connects consumers with boutique stores worldwide. Led end-to-end design and development of iOS/Android mobile and iPad in-store applications, from conception through App Store and Google Play launch.

Responsibilities & Achievements:

- Led teams of backend developers, graphic designers, product owners, and offshore Android teams through the full SDLC
- Created a VIPER architecture-based mobile framework enabling reusable module development and accelerated app delivery
- Set up iBeacon infrastructure including installation process, in-field calibration app, and in-store training
- Automated build, test, and release of mobile applications via Fastlane, Jenkins, and Azure CI
- Coordinated with external law firm to secure the WBSO R&D tax benefit
- Product won the Oracle Retail Shopper Marketing Award 2017 (Smart Innovations) after launch, for its design and functionality

Technologies:

Swift · Xcode · Java · VIPER · MVVM · OAuth2 · Fastlane · Jenkins · Azure · SQL · ASP.NET · TestFlight · Google Play · SOLID · Clean Architecture

Co-Founder & Lead Mobile Developer | Proxible | 02-2013 – 07-2015

Proxible built proximity technology solutions to enhance customer experiences in physical spaces. Co-founded the company at High Tech Campus Eindhoven; led all technical delivery.

Responsibilities & Achievements:

- Led design and development of five mobile applications for clients in retail, healthcare, and loyalty sectors (iOS, Android, Xamarin)
- Built a Bluetooth sensor mobile SDK for iOS, Android, and Xamarin — adopted by three partner mobile applications
- Optimised Bluetooth sensor proximity detection, roughly halving the number of sensors required for accurate detection
- Led beta testing, user acceptance testing, and client support — achieving markedly faster application release cycles
- Built and managed the development team from hiring through onboarding and ongoing training
- Finalist, Startupbootcamp HighTechXL 2013

Technologies:

iOS · Android · Xamarin · Objective-C · C# · ASP.NET · Azure · Jenkins · CI/CD · BLE · iBeacon · Core Bluetooth · SOLID · Clean Architecture

Founder | Movative | 02-2013 – 06-2015

Founded a mobile technology consultancy helping businesses advance their mobile communications. Closed a mobile application project with the #1 news media company in Aruba.

Responsibilities & Achievements:

- Led development of a news app (iOS and Android) with news feed, live weather information, and push notifications
- Pitched and closed a mobile application project with the leading news media company in Aruba

- Hired and led cross-functional teams (mobile, backend developers, UI designers) across multiple products in media and entertainment
- Responsible for project strategy, client communication, and new project acquisition

Technologies:

iOS · Android · Objective-C · Java · PHP · HTML · CSS · Xcode

iOS Developer | Touchwonders | 09-2012 – 03-2013

Touchwonders specialises in mobile-quality frontend user experiences. Worked in a mobile scrum team developing iPhone and iPad applications for clients in banking, retail, and weather forecasting sectors.

Responsibilities & Achievements:

- Developed multiple iPhone and iPad applications for banking, retail, and weather sector clients
- Coordinated with design team for pixel-perfect, animation-driven UIs using Core Animation
- Maintained client and in-house mobile applications through bug fixes, feature changes, and code refactoring
- Played a key role in a scrum team of 3, working on 2 applications for banking and retail clients

Technologies:

iOS · Objective-C · Xcode · Core Animation · Core Data · Auto-layout · APNS · Storyboards

Mobile Developer | Yucat Mobile Business Solutions | 02-2010 – 08-2012

Yucat provides mobile solutions for the public sector, primarily government institutions. Led design and implementation of an iPad application for building inspection and reporting.

Responsibilities & Achievements:

- Developed an interactive PDF viewer/editor module for building drawings with touch gesture annotations — dramatically reducing inspection reporting time
- Designed and released inspection reporting API in collaboration with a 3-person backend team
- R&D work directly influenced Yucat's product strategy, leading to adoption of touch gesture annotations as the foundation of their flagship building inspection product

Technologies:

iOS · Objective-C · Xcode · Core Animation · Core Data · REST API · iTunes Connect

EDUCATION

Bachelor of Information and Communication Technology — Hogeschool van Arnhem en Nijmegen
| 2006 – 2010

PERSONAL

Name	Conrad Bartels Daal
Location	Amstelveen, Netherlands
Languages	Dutch (native) · English (native/bilingual) · Papiamentu (native) · Spanish (basic) · Portuguese (basic)