

Alex Sidarau

Westlake Village, California | (310) 948-8430 | alexsidarau@gmail.com

alexsidarau.com | linkedin.com/in/alexsidarau | zeuglab.com

Forward Deployed AI and Data Engineer

Python- and SQL-first engineer and consultant who works with operators to turn business workflows into deployed software and data systems. Experience spans enterprise data platforms, customer discovery, architecture, QA and cloud delivery. At Zeug Lab, leads agent-assisted implementation and owns requirements, technical decisions and validation. Seeking Los Angeles or remote roles with up to 25% travel.

Engineering: Python, SQL, REST APIs, AWS, Google Cloud, PostgreSQL, Supabase, Spark, Airflow, Databricks, BigQuery, Redshift, Snowflake, Docker, Terraform.

AI delivery: Model Context Protocol (MCP), retrieval-augmented generation, agent workflows, permission boundaries, release verification, human approval.

Customer delivery: discovery, requirements, solution architecture, QA/UAT, stakeholder communication, deployment and handover.

Working production exposure: TypeScript, Node.js, React and Next.js.

Selected Systems

Try Day Club Rental Platform and MCP Service

- Led delivery of separate renter and operator applications for a Los Angeles rental business, translating booking, pricing, promotions and onboarding workflows into deployed software.
- Directed payment-first checkout with resumable onboarding, duplicate-purchase prevention and retained attribution; verified desktop/mobile behavior and deployments of both applications from the same source revision.
- Added operator reports for booking intent by vehicle and date, with explicit limits on historical data, plus vehicle-specific promotions and reward rules.
- Delivered a Python/FastMCP service on Fly.io with public fleet tools and authenticated operator access; release checks exercised tool calls, OAuth behavior and denied anonymous access.

ClawPanel and Zeug OS

- Designed workspaces for teams and agents with shared files, memory, permission boundaries and auditable actions.
- Designed an internal delivery system connecting Linear, versioned specifications, AWS Lambda orchestration, model executors, reusable skills and evidence-based acceptance.
- Used customer implementations to identify reusable platform capabilities; owned scope, review and operating decisions in agent-assisted builds.

Open Collective Member and Operator Platform

- Built the business model and brand, ran campaigns and implemented cold email for a private membership and hospitality business.
- Built member and operator applications, backend and analytics for referral intake, screening, onboarding, stays and events.
- Established Supabase as the operational record and added authenticated MCP and knowledge interfaces with owner/admin boundaries and human approval for consequential actions.

Claw Terminal Macro Research Platform

- Delivered a Next.js interface on Vercel and a protected Node/Express job engine on AWS Lightsail, integrating external market, economic and news data.
- Designed scheduled ingestion, SQLite WAL persistence, backoff and PM2 supervision; kept infrastructure credentials server-side and external data calls off the interactive request path.

Professional Experience

Zeug Lab | Founder and Forward Deployed AI Engineer

Westlake Village, California | November 2020–Present

- Build business models and brands alongside the software and data systems that run the operation; work directly with founders and operators to define the offer and delivery scope.
- Lead architecture, APIs, cloud deployment and release validation; use coding agents within scoped specifications and acceptance checks.
- Built DJLessonsLA's business model and brand, website and backend, campaign and cold-email acquisition, and analytics layer.

ZS Associates | Associate Consultant

Los Angeles, California | May 2025–May 2026

- Coordinated Salesforce Marketing Cloud email/SMS operations for Amgen brands, including metadata governance, Litmus, SIT/UAT and distributed sprint delivery.
- Supported iDNA data-platform modernization across AWS, Databricks, Airflow, Tableau and Redshift, translating architecture and governance requirements.

The Beachbody Company | Business Systems Analyst to Senior Analyst

Los Angeles, California | March 2017–December 2024

- Delivered analytics, experimentation, automation and operating recommendations associated with more than \$2M in reported cost savings.
- Built and deployed an AI-assisted creative production and review workflow credited with \$400K in annual cost savings.
- Managed analytics and optimization for a \$500K/month media portfolio spanning OTT, CTV, audio, programmatic, affiliate and linear channels.
- Led reporting automation, experimentation and implementation QA across web, iOS, Android, Roku and Fire TV.

Amagi | Big Data Engineer Part Time Consulting

New York, New York | April 2023–January 2024

- Unified streaming, engagement and advertising data in an AWS/Python/Spark/Looker platform for leadership and marketing teams.
- Aligned stakeholders around a shared operating view and advised leadership on Ad Plus platform priorities.

Crackle | Analytics Manager and Data Engineer Part Time Consulting

Los Angeles, California | April 2021–April 2023

- Built BI and production data pipelines across Google Cloud, BigQuery, Redshift, Snowflake, Fivetran, Tableau, Looker and QuickSight.
- Stabilized engagement and marketing reporting and delivered a shared decision layer for operating teams.

Education and Credentials

- Bachelor of Informatics and Radio-electronics Systems, BSUIR.
- Data Engineering and Machine Learning, UCLA Extension.
- MicroMasters coursework in Finance, MITx/edX.
- AWS Solutions Architect Associate certification earned 2021; expired 2024.