OLUDEMI-ADELAIYE TSARDAV

TECHNOLOGIST | WEB, AUTOMATION & NO-CODE SYSTEMS | BUILDER

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PROFESSIONAL SUMMARY

Hands-on technologist building on the web since 2014. Seven years of freelance WordPress and web development across landing pages, corporate sites, news platforms, e-commerce, e-learning and web apps; full-stack founder and CTO of Fresh Nazaar; and a year building automated business systems for insurance and healthcare clients on Zoho, n8n and NocoDB. Currently building NEXUS, a team management and analytics platform for esports organisations, while leading product at Rolla Pay. Trained mathematician with an MSc in Automation & Computer-Integrated Technologies. I think through technical problems and build the solution myself.

TECHNICAL & BUILD EXPERIENCE

Builder | **NEXUS (codmanalysis.online)** ***In development***

- Building a team management and analytics platform for Call of Duty: Mobile organisations, being shaped into a modular esports management suite where organisations choose the services they need.
- Designing for partner integrations (Discord and others) rather than building everything in-house, with custom domains for organisations' public pages.

End-to-End Solutions Developer (No-Code/Low-Code) | **Elite Software Automation** ***Jul 2023 – Jun 2024***

- Built custom systems for insurance and healthcare clients including BalanceMyHormones, Buffer Insurance and BahamasEvac on Zoho (CRM, Marketing Automation, Desk, Books, Flow), n8n, NocoDB, Customer.io, Cal.com and SendGrid.
- Replaced error-prone manual processes with automated workflows and integrations, designed to be maintainable, easy to adopt and quick to train on.
- Owned each build end to end: technical design, platform selection, solution architecture, staging, production deployment, testing and post-rollout monitoring, with minimal post-deployment issues and high adoption.
- Served as primary point of contact for client and vendor support through to resolution.

Co-Founder & CTO | **Fresh Nazaar** ***Mar 2020 – Apr 2021***

- Shaped and executed the technical vision for a grocery shopping, processing and delivery app in Lagos, building the web app from scratch in WordPress, Elementor, HTML, CSS and PHP.
- Designed the internal architecture and infrastructure for efficient operations and predictable costs, and tracked performance against customer expectations.
- Implemented cybersecurity measures across technology, people and process, with compliance to GDPR, NDPR, ISO and PCI DSS. The company closed in 2021 for business reasons; the product launched and performed.

WordPress Designer & Developer | **Freelance** ***Apr 2014 – Mar 2021***

- Designed and built landing pages (hashvest.com, plateaumed.com), websites (thescarradio.com), news and blog sites (ballgist.com, adeboro.com), e-commerce stores (bazaarr.com.ng, freshnazaar.com), an e-learning platform (educate.ng) and a web app (alumunite.co).
- Implemented payment gateways, shipping integrations, multi-language and multi-currency support, and backup and security systems tailored to each client.
- Optimised email deliverability through SendGrid and Mailgun, ran SEO, and managed ad systems and double opt-in email campaigns.

IT & Product Manager (Consulting) | **JemiEats** ***Aug 2021 – Mar 2023***

- Contributed hands-on WordPress development alongside research, design and recruitment, and established the product development lifecycle and IT strategy.

PRODUCT & DELIVERY EXPERIENCE

Project & Product Lead | **Rolla Pay** ***Jan 2026 – Present***

- Lead project and product for Rolla Pay, a FINTRAC-registered money services product; took it from development to launch in about three months, after which it processed more than $500,000 in its first three months live.
- Own the roadmap with the founders, the specs engineering builds from, and the onboarding, KYC and compliance workflows; hired the team and built QA from nothing.

Product Manager | **FTX** ***Sep 2021 – Nov 2022***

- Specified order placement, order management and advanced order types (scale and TWAP) for the spot and futures trading experience of a live, high-volume crypto exchange.

Product & Project Manager (Consulting) | **AlumUnite** ***Sep 2021 – Oct 2025***

- Owned product delivery across a four-year embedded engagement, shipping acquisition and engagement features and hiring and training the team that runs it today.

Product & Project Manager | **WePrototype Technologies** ***Dec 2020 – Aug 2021***

- Delivered client products including HashVest, PlateauMed, PressOne and AlumUnite on time and on budget as project manager and Scrum master.

IT SERVICE MANAGEMENT EXPERIENCE

IT Service Delivery Manager | **Geeki Support** ***Feb 2019 – Nov 2020***

- Managed the IT support team and incident lifecycle against SLAs, with high client satisfaction.

IT Service Manager / L2 Support Technician | **Tekinology** ***Sep 2015 – Oct 2018***

- Rose from L2 technician to running the IT service team: escalations, root-cause analysis, infrastructure reliability and SLA definition.

EDUCATION

MSc, Automation & Computer-Integrated Technologies | V.N. Karazin Kharkiv National University ***2021***

BSc, Industrial Mathematics (Applied with Computational Option) | University of Lagos ***2017***

COMPETENCIES, SKILLS & TOOLS

Web Development: WordPress · Elementor · HTML · CSS · PHP · JavaScript · Payment Gateways · E-commerce · E-learning · SEO · SendGrid · Mailgun · Figma

AI, Automation & Digital Transformation: Business Process Automation · Workflow Orchestration · No-Code/Low-Code · API Integration · AI-assisted Delivery · Prompt Engineering · n8n, Zoho (CRM, Desk, Books, Flow), NocoDB, Customer.io, Cal.com

Technical Operations & IT Service Management: ITIL · SLA Management · Incident Management · Root Cause Analysis · Service Delivery · Infrastructure Support · AWS, Git, GitHub

Product Management & Delivery: Product Strategy · Discovery · Roadmapping · Requirements Engineering · PRDs · User Stories · Journey Mapping · Release Management · QA · Agile (Scrum/Kanban), Jira, ClickUp, Confluence

RELEVANT CERTIFICATIONS

- **DevOps on AWS Certification** | Amazon Web Services (2021)
- **IBM Microservices Certification** | IBM (2019)
- **AI Workflow Certification** | IBM (2019)
- **Certified Network Security Specialist (CNSS)** | International Cybersecurity Institute, ICSI (2021)
- **AI Product Management Specialization** | Duke University (2022)