Alex Voigt

Design Engineer

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SUMMARY

Product leader who has designed and built software for 17 years, since 2009. Founding designer at Codifi, a B2B field data platform for regulated fieldwork, who writes production code: owned product design from MVP to version 3 and wrote most of the frontend in TypeScript, React and React Native. Since then, deep in native iPhone, Apple Watch and Android. Head of Product who still designs and ships.

- **11% → 44%** of project revenue in a national firm's domestic offices ran through Codifi in a year
- **13 → 108** monthly field users and 777 → 11,190 monthly records, Aug 2025 to Aug 2026
- **Three major versions** and more than 25 releases with a product and engineering team of three

EXPERIENCE

Codifi (folded into Chronicle Heritage in 2024) May 2023 – October 2026 | Remote

Head of Product August 2024 – October 2026

- Wrote most of the frontend in TypeScript, React and React Native with Expo: 836 commits to the mobile app and 563 to the web app, plus native modules, map tools and 14 iOS builds. Hugo Bounoua, solutions architect, architected the sync and formula engines and much of the backend. Jonathan Sims, project manager, ran the projects, regression testing and QA.
- Built the design system from nothing, directed a rebrand with an outside firm and led the redesign across web, mobile and the marketing site. Designed the App Store screens and the Nearby Sync icon; shot and edited the company's mission film.
- Led the company's use of AI: rewrote all 14 repos with agents and led much of the refactoring, wrote the docs agents work from, trained the team and configured customer data models in hours instead of weeks.
- Took over product and engineering as one team of three in 2024 when the original product team of around 20 offshore developers left. Managed the head of engineering, replaced rigid two-week sprints with one design-and-engineering flow and shipped three major versions and more than 25 releases since v2.0.
- Led the rollout across more than 20 of Chronicle Heritage's domestic offices and practice groups at once, off ArcGIS, FileMaker and hand-built forms, each on its own track: meet the team, triage its needs with AI and work the triage in the office's own channel. Trained crews on site in Phoenix, Memphis and Pennsylvania; more than 40 data models, up to 20 offices at a time.
- From August 2025 to August 2026 monthly field users grew from 13 to 108 and monthly records from 777 to 11,190. The share of project revenue in Chronicle Heritage's domestic offices that ran through Codifi rose from 11% (2025 jobs) to 44% (2026 jobs).
- Led the margin analysis behind those numbers, joining finance data on 1,082 jobs to product usage and GIS timesheets: finished Codifi jobs held their margin, fixed-fee jobs earned about six points more and GIS hours after fieldwork fell 38%. Memphis put 95% of its field work on Codifi, margins held, and cut data entry from days to hours.
- Put the operating model in place, from the roadmap and QA/QC through retrospectives and pre-mortems. Thought partner to the CEO on vision and go-to-market. Owned the product budget, which fed the company budget the board reviewed, updated SLAs, contracts and renewals for outside customers, built RFP analytics and worked competitor profiles release by release.
- Configured Codifi jurisdiction by jurisdiction, from California's DPR 523 suite and state historic preservation forms to BLM, Forest Service and DPAA reports; Utah's rebuilt configuration produced the company's two biggest bid beats. Led the DPAA relationship, one of Codifi's first customers, from discovery to implementation; its teams used Codifi on two successful recovery missions in Europe.
- Owned Codifi's part of Chronicle Heritage's CMMC Level 2 review (MFA through outside identity providers, SSO for enterprise users), kept ArcGIS imports and exports matched through its API and designed to WCAG 2.2 AA. Benchmarked performance; far more stable than the tools it replaced, with the offline sync between devices that Codifi pioneered.

UX/UI Designer (founding product designer) May 2023 – August 2024

- Joined as employee seven and Codifi's founding and only product designer when it spun out of PaleoWest's technology division. Took over the product from an early contractor's design, led UX and UI from MVP to market as the company grew to 55 people, and began shipping production React and React Native because waiting on handoffs was too slow.

UX Designer (contract), Trellus and other clients July 2022 – May 2023 | Remote

- Led a team of six designers on the redesign of Trellus, an AI sales coach that prompts reps during live calls. Set scope and priorities with the founders, decided how prompts appear in a live call, kept the most relevant information in view and made past transcripts searchable.
- Rewrote the user stories around what a rep needs mid-call and delivered the Figma prototype and annotated handoff. After it shipped, daily users doubled from 300 to 600. Hired back directly by Trellus for a second contract.

Multidisciplinary Designer, Florida Conference of Seventh-day Adventists December 2013 – March 2023 | Florida

A pastor by title and a multidisciplinary designer by work: software, web, marketing, video and live production.

- Founded an outreach to the unhoused, SALT Outpost Tampa, and designed the HMIS (homeless management information system) its care days ran on for up to 60 guests and 30 volunteers, from interviews with the eight station leads; a contract developer built it in AppSheet. The Tampa Hillsborough Homelessness Coalition asked about scaling it up as the county's HMIS.
- Lead pastor of LifeSpring from 2017 as it grew from 80 to more than 160 members. Led its boards, managed a $575,000 annual budget and hired and managed a paid staff of up to eight.
- Co-created and directed Foundations (2021), a six-part series used by churches around the world; one episode passed 80,000 views. Shot and edited it. Designed about 10 websites, two lobby iPad kiosks with a giving portal, reels, print and digital campaigns, and the graphics for a live-broadcast convocation on a 60-foot video wall.

Designer and Salesman, Erhard Furniture and Flooring November 2011 – January 2013 | Michigan

- Print and digital ads, the website and an iPhone app that priced flooring for a room, while selling on the floor.

iOS Developer and Designer 2009 – 2014

- Built 12 apps on a personal developer account and put 11 on the App Store, plus One Place for Andrews University. Designed every screen and wrote them in Objective-C.

PROJECTS

Tephra, a native rethink of field capture October 2026 – present

- A field survey app built since Codifi to go deep on native, not yet released. Built every frontend: Swift, SwiftUI and UIKit on iPhone and iPad, a watchOS app, Kotlin and Jetpack Compose on Android, MapLibre on both.
- Built an all-day GPS log the Apple Watch takes over when the phone runs low, a Bluetooth GNSS receiver through AccessorySetupKit, and 3D scans of artifacts with Object Capture and ARKit.

SKILLS

Engineering: TypeScript, React, React Native, Expo, Swift, SwiftUI, UIKit, watchOS, ARKit, Kotlin, Jetpack Compose, Objective-C, Next.js, CSS, Mapbox, MapLibre

Design: Product, interaction and visual design, design systems, prototyping in code, Figma, typography, motion, marketing design, film, WCAG 2.2 AA

Product: B2B SaaS, product strategy, discovery, roadmaps, user research, usability testing, stakeholder management, enterprise onboarding, security and compliance, agile

Leadership and business: Running a product organization, change management, go-to-market, SLAs and contracts, budgeting, margin analysis, RFP support, board work, managing the head of engineering

AI-assisted development: Claude Code, Codex, Gemini CLI, multi-agent workflows, docs for agents

Domain: GIS, geospatial exports (Shapefile, GeoPackage, GeoJSON), GNSS receivers, offline-first software

Education: Master of Divinity, Andrews University · Bachelor of Theology, Southern Adventist University