

Matt Louden

Portfolio: mattlouden.com/work

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Website: mattlouden.com — Current Location: Jacksonville, FL (open to relocation)

Forward Deployed Engineer | Applied AI | Enterprise Systems

Hands-on software and AI engineer with 16+ years of experience building customer-facing applications, AI systems, enterprise integrations, and production infrastructure. Skilled at turning ambiguous business problems into working software, from discovery and architecture through implementation, deployment, and production support. Former Director of Development who remained deeply hands-on while leading technical delivery and working directly with customers.

Professional Experience

HIVE Strategy, Director of Development — Oct 2022 – Mar 2026 — Denver, CO (Hybrid/Remote)

- Designed and shipped AI applications, enterprise integrations, APIs, and data pipelines using Node.js, TypeScript, Python, LLM APIs, RAG, and agentic workflows.
- Owned customer projects from discovery and technical scoping through architecture, implementation, deployment, troubleshooting, and iteration, often learning unfamiliar industries, APIs, and systems on the fly.
- Architected large-scale integrations across CRM, CMS, ERP, and third-party platforms and customer environments reaching millions of users.
- Built production AI systems including RAG applications, AI-assisted QA/debugging workflows, diagnostic platforms, and agentic workflows using retrieval, tool calling, structured outputs, validation, guardrails, and human review.
- Owned production infrastructure supporting internal applications, customer systems, and hundreds of websites while also contributing to technical discovery, solution architecture, estimates, and pre-sales.
- Helped grow annual development revenue from approximately \$250K to \$2.35M by expanding engineering capabilities, introducing AI as a client offering, and remaining hands-on in technical delivery.

Sivecanons Agency, Senior Engineer — Oct 2020 – Oct 2022 — Jacksonville, FL

- Built full-stack websites, applications, CMS functionality, APIs, plugins, and integrations for customers across multiple industries.
- Worked directly with customers during discovery and pre-sales to translate business requirements into custom integrations, migrations, applications, and technical solutions.

AtreNet, Senior Engineer — Sept 2014 – Jun 2020 — Santa Cruz, CA (Remote/Hybrid)

- Built enterprise websites, applications, integrations, and digital platforms for B2B technology companies.
- Worked across customer, design, marketing, and engineering teams to translate unfamiliar business and technical requirements into stable implementations from discovery through launch.

OTT Communications, Director of Programming — Jan 2012 – Nov 2014 — Louisville, KY

- Hands-on development and technical delivery for nationwide customer applications and digital products.

Bluegrass Care Navigators, Web Developer — Mar 2011 – Jan 2012 — Lexington, KY

→ Rebuilt the Drupal web platform and integrated internal operational systems.

Trusted Health Products, Web Developer — Dec 2009 – Mar 2011 — Lexington, KY

→ Built e-commerce platforms and an iOS application connecting customers with dentists.

Technical Skills

Applied AI: LLM APIs, agents, RAG, MCP, tool/function calling, structured outputs, prompt engineering, evaluation, human-in-the-loop workflows, guardrails, observability

AI Tools, Platforms, & Frameworks: OpenAI, Claude, Gemini, Ollama, LangChain, LangGraph, CrewAI, GitHub Copilot, n8n, Make, Zapier

Software Engineering: Node.js, JavaScript, TypeScript, Python, React, Next.js, PHP, Go, REST APIs, OAuth, webhooks, asynchronous processing, data extraction, ETL, schema mapping

Enterprise Systems & Integrations: HubSpot, Salesforce, Microsoft Dynamics 365, NetSuite, Stripe, Thinkific, SchoolMint, Avela, DonorPerfect, other CRM/CMS/ERP integrations

Infrastructure & DevOps: Google Cloud Platform, AWS, Ubuntu/Linux, NGINX, Docker, SSL/TLS, CI/CD, deployment automation, production troubleshooting

Customer Delivery: Discovery, technical scoping, solution architecture, rapid prototyping, implementation, production rollout, stakeholder communication, technical pre-sales

Personal AI Projects

→ **auwt:** Architected and built a full-stack AI-enabled workspace spanning CRM, projects, communications, files, analytics, background jobs, and AI workflows operating across shared application context.

→ **lokuAI:** Built a local-first desktop AI assistant using Electron, Next.js, and optimized open-source models, including onboarding, configuration, authentication, packaging, and release infrastructure.

→ **Additional 0→1 Products:** Built AI-enabled products including InkPlace and BingeBuddy, exploring agent workflows, orchestration, integrations, automation, and product UX.

Achievements & Certifications

→ *HubSpot Custom Integration Accreditation* - HIVE Strategy (2025)

→ **25 active** HubSpot certifications (43 lifetime)

Education

University of Kentucky

→ *Bachelor of Science* — Computer Science (2008-2010)

→ *Bachelor of Arts* — History (2002-2007)

Notable Clients

CVS • Sony • Disney • Circle K • Bubba Burgers • Merative • ConcertAI • PathAI • Ad Astra • OnlineMedEd • CAQH • Zogo • Gordon Flesch • Pet Paradise • Emory University • Southern Nazarene University • Columbia Southern University