

Maciej Ziolk

Solution Architect · Full-Stack Technical Lead

Re-architecting legacy systems into unified, scalable cloud platforms

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- AWS GenAI Developer - Professional · Jan 2026
- GCP Generative AI Leader · Feb 2026
- AWS Developer - Associate · Jul 2023

Solution Architect and hands-on technical lead. I take fragmented, legacy systems and turn them into consolidated cloud architectures - then stay in the code to deliver them.

PROFILE

I lead architecture end to end: gathering requirements with product and executive stakeholders, defining the technical roadmap, and staying hands-on through implementation. At DoSomething I directed the full transformation of a fragmented multi-provider stack into a unified AWS platform - replacing third-party infrastructure, redesigning the data model around Domain-Driven Design, and introducing caching and event-driven messaging to cut latency and operating cost, all while keeping the legacy system stable in production.

I design with Domain-Driven Design, CQRS, microservices and event-driven patterns across a broad AWS surface, and I am AWS and Google Cloud certified in Generative AI. I have shipped production GenAI systems, including an AWS Bedrock content-moderation pipeline embedded in the backend domain layer with fallback logic and audit tracking.

I lead people as well as architecture - growing and mentoring the engineering team at DoSomething, and partnering directly with Product Owners and VP-level stakeholders to align technical direction with business outcomes.

SELECTED IMPACT

- Legacy stack → unified AWS platform**

Led the end-to-end re-architecture of a complex multi-provider system onto consolidated AWS services, removing fragmented third-party infrastructure while the existing platform stayed live.
- Architected for scale**

Introduced a production Redis caching layer for API queries and EFS-based image caching across Kubernetes pods, reducing latency and enabling horizontal scalability.
- Production GenAI, not prototypes**

Designed and shipped an AWS Bedrock (Claude) content-moderation pipeline integrated into the backend domain layer, with automated classification, fallback logic and audit tracking.
- Roadmap ownership with the business**

Partnered with the Product Owner and VP of Engineering to set technical direction and delivery strategy, and grew the engineering team around it.

CERTIFICATIONS

- AWS Certified Generative AI Developer - Professional**

Amazon Web Services · Jan 2026
- Google Cloud Certified - Generative AI Leader**

Google Cloud · Feb 2026
- AWS Certified Developer - Associate**

Amazon Web Services · Jul 2023

EXPERIENCE

- Technical Lead · Solution Architect · DoSomething**

New York, USA · Remote

Jul 2022 - Present

Technical lead and architect for the full re-platforming of DoSomething, one of the largest youth-activism non-profits in the US - moving a fragmented, multi-provider legacy stack onto a consolidated AWS architecture without taking the live system down.

ARCHITECTURE & CLOUD

- Led a full architectural transformation** of a complex legacy multi-provider stack into a unified, scalable AWS-based platform.
- Directed end-to-end system modernization, **replacing fragmented third-party infrastructure with consolidated AWS services** - reducing operational complexity, vendor sprawl and maintenance overhead.
- Designed the new DocumentDB (MongoDB) collection model and backend domain using Domain-Driven Design**, establishing the data architecture for the rewritten platform.
- Implemented a production-grade Redis caching layer** for API queries and EFS-based image caching across Kubernetes pods, cutting latency and enabling horizontal scalability.

Rebuilt core platform components: migrated the frontend to Next.js, re-architected the backend API in Laravel, and moved the CMS from Contentful to Sanity.

Ran the rewrite **while maintaining and stabilizing the legacy systems in production** (Laravel + React frontend, Laravel backend/dashboard, Node.js messaging services).

AI & GENERATIVE AI

Designed and deployed an AI-powered content moderation pipeline on AWS Bedrock (Claude), integrating automated classification and filtering of user-generated submissions directly into the backend domain layer, with fallback logic and audit tracking - **significantly reducing manual moderation workload and review response time**.

Led a team through a two-sprint hackathon to build ChatSomething, an OpenAI-powered assistant giving users real-time, intelligent answers about DoSomething's services.

INTEGRATIONS

Spearheaded complex third-party integrations: **Roblox** (in-game rewards sync), **Iterable** (SMS & email automation), and **TurboVote** (official U.S. voter registration workflows).

LEADERSHIP

Partnered with the Product Owner and VP of Engineering to define the technical roadmap and delivery strategy.

Grew the engineering team (2 engineers, UX/UI, Product Owner), providing technical leadership, architectural guidance and mentoring.

Stack: AWS (DocumentDB, EKS, EC2, S3, CloudFront, CloudWatch, ElastiCache, ELB, VPC, WAF, MediaConvert, CloudTrail, SQS, SNS, API Gateway, EventBridge) · PHP · Laravel · TypeScript · React · Next.js · MySQL · MongoDB · Redis · RabbitMQ · CQRS · DDD · Sanity CMS · Contentful · AWS Bedrock · OpenAI · Claude Code · Iterable · Twilio · Cloudflare · New Relic · Jest · Storybook · GA4 / GTM

Lead Software Engineer · Exadel Europe

Sept 2018 - Present

Cracow, Poland

Consultancy engagement - the DoSomething role above is delivered through Exadel. Earlier client work across non-profit, real estate and fine art.

DoSomething (non-profit) - lead architect and technical lead; see above.

Bitlane (digital agency) - senior development and delivery.

AllMyHomes (real estate) - landing page platform for homes and apartments.

Exhibit-e (fine art) - custom CMS and CRM for art galleries, built with Symfony, PHP and Angular.

Senior Software Developer · Bitlane

Sept 2020 - May 2022

Remote

Led client projects as the main developer, owning every phase from consultation and technical requirement definition through to full implementation.

Designed and implemented a complete WordPress-based podcast system for multimedia content management.

Built the Bitlane company website, aligning it with the overall brand identity and user experience.

Stack: PHP · JavaScript · MySQL · WordPress · Chisel · Typo3 · CraftCMS · React · OpenImmo

WordPress & Shopify Specialist · Toptal

Dec 2021 - Present

Remote

Hourly, on-demand development and consultancy through the Toptal network - PHP, WordPress, Shopify, CraftCMS, JavaScript, Webflow.

Software Developer · Marketing Consultant · Ciezarowki.pl

Nov 2017 - Sept 2018

Cracow, Poland

Integrated the machinery catalogue with external portals - Mascus, Mobile.de, Autoline and Otomoto - via REST and SOAP APIs.

Built a custom WordPress template around the catalogue's requirements and kept listings and pricing current.

Stack: PHP · JavaScript · CSS · MySQL · WordPress · REST & SOAP integrations

Web Developer · MarketerHub

Oct 2015 - Nov 2017

Cracow, Poland

Built landing pages in PHP, JavaScript and WordPress, and contributed to a Laravel (Filament) platform for marketers.

Implemented e-commerce solutions across WooCommerce, Shoper, PrestaShop and Shopify.

Mentored new hires and ran technical interviews, and helped define internal processes to improve workflow efficiency.

Stack: PHP · JavaScript · CSS · MySQL · WordPress · Laravel · Filament · WooCommerce · Shoper · PrestaShop · Shopify · Docker · GA · GTM

SKILLS

ARCHITECTURE & DESIGN: Domain-Driven Design · CQRS · Microservices · Event-Driven Architecture · System Modernization · Caching Strategy · Design Patterns · OOP · REST · GraphQL

AWS: EKS · EC2 · DocumentDB · S3 · CloudFront · ElastiCache · API Gateway · EventBridge · SQS · SNS · VPC · WAF · ELB · CloudWatch · CloudTrail · MediaConvert

AI & GENERATIVE AI: AWS Bedrock · OpenAI API · Anthropic Claude · Claude Code · RAG & chat systems · AI content moderation

LANGUAGES: PHP · TypeScript · JavaScript · SQL · CSS · GROQ

FRAMEWORKS: Laravel · Next.js · React · NestJS · Symfony · Filament

DATA & MESSAGING: MySQL · PostgreSQL · MongoDB / DocumentDB · Redis · RabbitMQ

PLATFORMS & CMS: Sanity · Contentful · WordPress + WooCommerce · Shopify · CraftCMS · Typo3 · Webflow

DEVOPS & OBSERVABILITY: Kubernetes · Docker · Vercel · Heroku · Nginx · Apache · New Relic · Cloudflare · GA4 / GTM

TESTING & QUALITY: PHPUnit · Jest · GhostInspector · Storybook

LEADERSHIP: Technical Roadmapping · Stakeholder Management · Team Leadership · Mentoring · Technical Interviewing · Process Improvement · Cross-Cultural Collaboration

PROJECTS

NaszDzien.app (2026) - naszdzien.app

Own SaaS product, architected and built end to end: a wedding website builder. Each couple gets their own subdomain with a guest photo/video gallery (with optional moderation before publishing), schedule, menu, drinks and directions, shared via QR code. Subscription tiers with a self-service panel.

Next.js · TypeScript · React · Multi-tenant SaaS · Media pipeline · Subscriptions · i18n

DoSomething platform (2025) - dosomething.org/

Activism platform for one of the largest youth non-profits in the US. Architected and led its move from a fragmented multi-provider stack onto consolidated AWS, with a DDD backend domain over DocumentDB, Redis and EFS caching across Kubernetes pods, and an AWS Bedrock moderation pipeline for user-generated submissions.

Solution Architect · Tech Lead · PHP · Laravel · TypeScript · React · AWS · MongoDB · Sanity CMS · AWS Bedrock · OpenAI API

ThisOrThat (2025) - thisorthat.cloud

Subscription SaaS for two-option polls: build an A/B poll in seconds, share it by link, social or iframe embed, and collect anonymous votes without registration. Includes vote analytics, branding customisation, timed polls and tiered plans.

React · TypeScript · Full-stack · PostgreSQL · Neon · Vercel · Resend · Claude Code

MarketerHub contractor platform (2023) - marketerhub.com/en

Marketing platform connecting businesses with vetted marketing contractors. Built on Laravel with a Filament admin layer covering listings, matching and the internal operations workflow.

PHP · Laravel · Filament · Full-stack · MySQL

CMS & CRM for Fine Art Galleries (2019) - www.exhibit-e.com/

Custom-built CMS and CRM used by fine art galleries to manage artists, artworks, exhibitions and collector relationships from one system, replacing the off-the-shelf tools galleries had been combining.

PHP · Symfony · Full-stack · MongoDB

WEBSITE & CMS BUILDS

Virtuous landing pages (2023) - virtuous.org/

Reusable WordPress landing-page templates for a non-profit fundraising and CRM platform, run by the marketing team without developer involvement.

WordPress · PHP · JavaScript · MySQL

Talyo website (2023) - talyo.de/

Bilingual (DE/EN) site for a residential property manager overseeing roughly 8,900 apartments across 8 branches.

Chisel · WordPress · PHP · JavaScript

BDP website (2023) - beckerdaiberpartner.com/

Corporate site for a German real-estate consultancy working in owner representation and development consulting.

PHP · JavaScript · Full-stack

EDUCATION

Applied Agentic AI for Organizational Transformation In progress - MIT Professional Education · Expected Aug 2026

8-week online programme (7 CEUs) on applying generative and agentic AI to organisational strategy, operations and governance, including how AI systems integrate with cloud platforms, APIs and enterprise workflows.

Bachelor of Science - AGH University of Science and Technology, Cracow · 2014 - 2018