

SERGEI SAMSONOV

Principal Software Engineer | Architecture | Applied AI

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PROFILE

Principal software engineer with 16+ years in enterprise software, distributed services and digital content distribution. Own architecture and reliability responsibilities at IPG, combining critical implementation with technical planning, reviews and mentoring. Build AI integrations for operational workflows and lead product engineering as the founder of Smotion.

CORE EXPERTISE

Backend and data: C#/.NET, Python, SQL Server, PostgreSQL, MongoDB.

Platforms: Azure, Docker, Kubernetes, Kafka, RabbitMQ, CI/CD.

Applications: React, Angular, Flutter/Dart, native iOS and Android.

Applied AI: LLM integration, RAG, agent orchestration, evaluation and read-only business-system integrations.

EXPERIENCE

Independent Publishers Group | Aug 2016 - Present

Principal Software Engineer, Mar 2022 - Present

Senior Software Engineer, Aug 2016 - Mar 2022

- Responsible for architecture, reliability and integrations for a digital content distribution platform serving more than 2,600 publishers and imprints and 90 retailers.
- Provide technical direction through service architecture, critical code, delivery planning, code review and developer mentoring in a four-engineer development team.
- Contributed to Kafka and SQL Server CDC integrations, Azure QA environments and infrastructure migration planning.
- Helped extend the platform team's scope into physical-book operations: print-on-demand, orders, inventory and metadata.

AI SYSTEMS IN OPERATION

- Co-designed the architecture and integrations of a RAG-based Freshdesk agent with read-only business-system access. It generated staff-reviewed internal notes for 40-60 tickets a day in September 2026.
- Developed metadata enrichment workflows covering 30,000+ book titles and an internal PDF catalog generator hosted in Docker.
- Co-designed an AI development harness connecting agents with distinct roles to repositories, issue tracking, CI/CD and internal systems.

PRODUCT ENGINEERING AND LEADERSHIP

Smotion | Founder | Jun 2020 - Present

- Own a studio with approximately \$200,000 in annual revenue and have managed up to 10 direct reports. Lead architecture, hiring, delivery and client negotiations; introduced AI agents into development workflows.
- Lead Clubium, built with Flutter, Node.js, TypeScript and MongoDB: three paying clients and 10,000+ cumulative users over three years; client app launches in 2-10 days.
- Personally designed and developed slang from concept to release. After unsuccessful monetization, retained the team and shifted the business to outsourced development.
- Contributed to native iOS and Android development for PECOM and the Go backend for WeCharge. Other projects delivered by our teams include Tvelly and Gynto Club.
- Client work also includes communication applications using WebRTC and SkaiScan, which integrated AI on the server and device.

EARLIER EXPERIENCE

INscribe Digital | Senior Software Engineer | Nov 2013 - Jul 2016

Developed digital content distribution and partner services. Built CI/CD with TeamCity, Octopus, MSBuild and PowerShell; implemented database replication, backups and retention policies. Investigated CPU and memory issues in desktop applications and IIS services.

OpenTrade Commerce (formerly OpenTao) | .NET Back-end Developer | Dec 2011 - Nov 2013

Contributed to service-oriented architecture and Taobao, translation and payment integrations. Built monitoring and statistical components and worked on automated testing and deployment.

DosLab | .NET Developer | Sep 2011 - Dec 2011

Developed micro-loan and credit software using C#, ASP.NET MVC and Silverlight.

Astrakhan State Technical University | .NET Developer | Jan 2010 - Dec 2011

Developed educational administration software; became lead developer in April 2011. Built systems for academic records and administrative documents.

ENGINEERING PRACTICE

System design, production troubleshooting, service and database integration, CI/CD, code review and mentoring. AI work emphasizes grounding in business data, controlled access and evaluation of outputs. Comfortable explaining architectural trade-offs to product and operational stakeholders.

EDUCATION AND LANGUAGES

Specialist degree in Computer Science, Astrakhan State Technical University, June 2012. English: full professional proficiency. Russian: native. Spanish: A2.