

Oliver Baer

curriculum vitae

Personal Details

Feldstrasse 26
21335 Lüneburg
+49 170 230 5888

oliver.baer@gmail.com
<https://www.linkedin.com/in/oliver-baer-0436b753>
<https://github.com/mrwind-up-bird?>

Languages

English
German
Portuguese

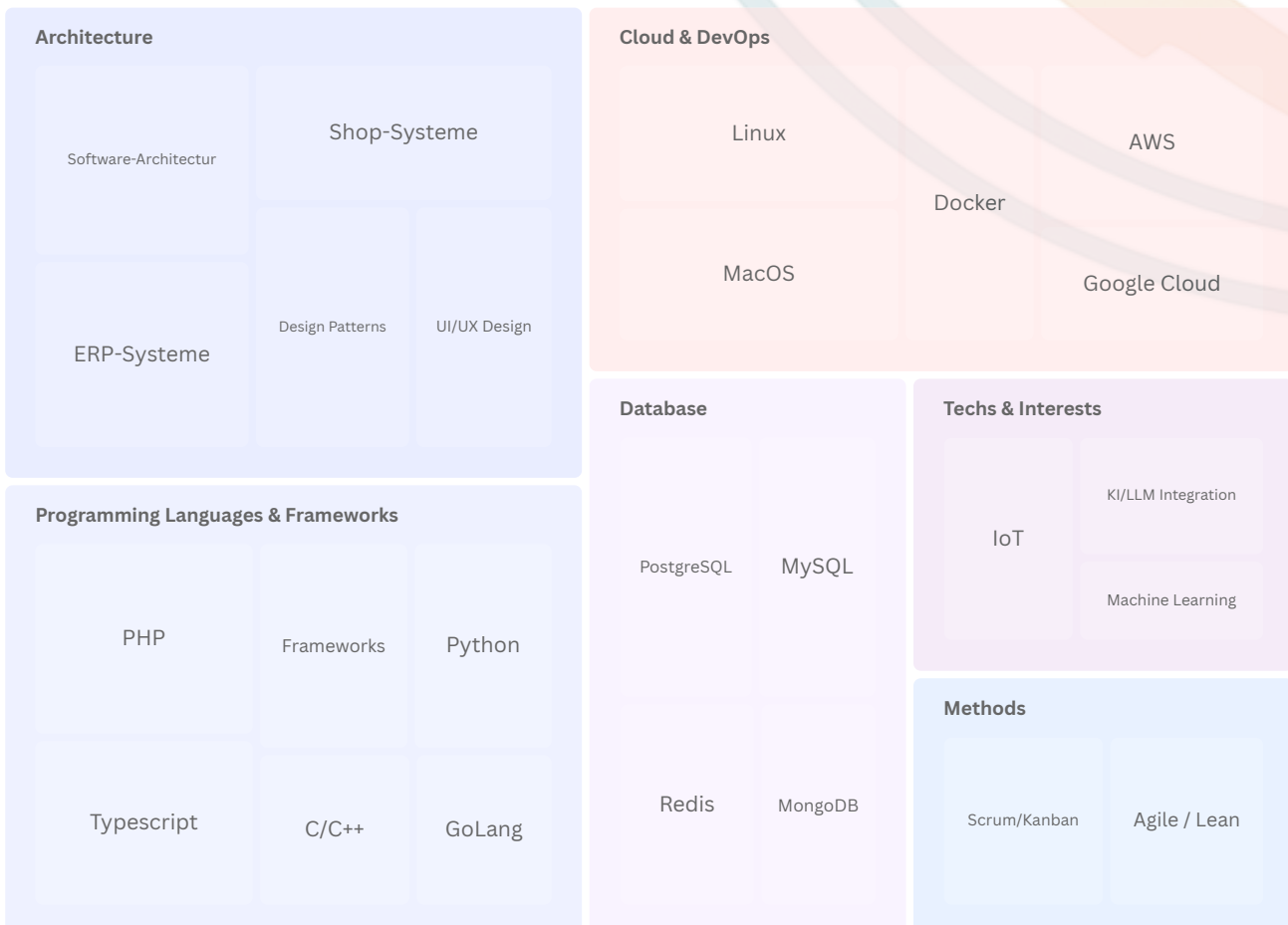
Profile

Specializes in crafting sophisticated, highly scalable applications tailored for efficient data retrieval and processing. Thrives in navigating complex problems embracing professional shifts with a blend of innovation and pragmatism. Drawing from experience in restaurant kitchens, adept at maintaining composure under pressure, consistently delivering excellence.

Founder & Lead Architect of Q-Records Storemanager, a fully integrated, full-stack SaaS ecosystem designed for modern vinyl stores and second-hand retailers.

Q-Records Storemanager is a TypeScript-driven platform with a React/Vite frontend, an Express/TypeORM backend, PostgreSQL/Redis core infrastructure, Dockerized deployments and optional multi-tenant architecture and has an KI / AI Driven-Sales Modul.

Skills



Timeline

2025 – Present

Founder & Product Owner

Building and scaling a B2B SaaS for vinyl and second-hand record stores
Full product ownership: vision, roadmap, delivery and stakeholder alignment
AI-powered inventory, wishlist and recommendation systems
Advanced analytics suite with real-time sales KPIs and business insights
Integrated event management for in-store concerts, signings and community events

2024

Study Project Lead – IT & Team Leadership | IU Akademie

Led IT projects in practical case studies
Requirements engineering, ERP architecture and business process mapping
Applied agile methods and modern project management frameworks
Strengthened leadership, communication and conflict-resolution skills
Core modules: IT & ERP systems, process management, IT project management, team leadership

2023 – 2024

Senior Backend Developer | Hansefit GmbH

Extended and maintained the core Pimcore platform
Designed interfaces between partner portal, finance and sales systems
Built a GraphQL/API gateway to replace legacy XML integrations
Introduced modern API architecture and documentation standards

2022 – 2023

Senior Developer | Travello GmbH

Maintained and optimized core services and public websites
Developed a modern exhibition web app (Mezzio, Bootstrap MDB)
Close collaboration with marketing and product teams to deliver feature updates

2021 – 2022

Senior Backend Developer | S-Kon GmbH

Re-engineering Go microservices on Google Cloud (Kubernetes, Docker)
Maintenance of proprietary PHP/MongoDB e-commerce systems
Cross-department code reviews & architecture guidelines
Database redesign for performance and scalability
Deployment orchestration on Kubernetes & App Engine

2014 – 2020

Managing Director | Druckgassysteme Wittler GmbH

Managed daily operations for an automotive manufacturing supplier
Optimized production processes for prototypes and series production
Introduced 3D printing technologies for in-house tooling
Responsible for quotations, customer relations and internal IT infrastructure

2013 – 2015

Senior Software Engineer | Salome Media GmbH

Co-founded a spin-off focused on social-media monitoring in South America
Developed a cost-efficient influencer and product-placement monitoring tool
Worked closely with international clients in Spanish-speaking markets

2007 – 2014

Senior Software Engineer | Kantar Media GmbH

Full redesign of the customer portal (PHP, Zend Framework)
Migration of analytics systems to MySQL, Apache Solr & Memcached
Automated OCR and translation pipeline for press clippings
Social-media content detection and targeted-response tools via platform APIs
Built scalable AWS EC2/Solr clusters for massive datasets
HTML5/jQuery Android web app for fast article overview

2006 – 2007

Software Engineer | Surf Media GmbH

Maintenance of internal billing tools (PHP, Java)
Further development of high-traffic consumer portals
Development of API integrations for third-party technologies

2004 – 2008

IT Administrator | Druckgassysteme Wittler GmbH

1998 – 2004

Software Developer | Philips Medical Systems