

Stephan Eberle

Senior Software Engineer · Technical Consultant

Bad Oldesloe, Germany · b. 1977 · [linkedin.com/in/steviee77](https://www.linkedin.com/in/steviee77) · github.com/steviee · steviee.dev

Profile

Software developer with over 25 years of experience, formally trained since 1996. Backend work with Ruby on Rails, Go and Elixir these days; many years of .NET in between. Most recently nearly a decade at NEW WORK SE (XING, kununu): Senior Engineer on the AdManager team, then Team Lead Engineering at XING Marketing Solutions, then Senior Engineer in the Platform cluster.

Available for consulting, interim engineering, tech lead work and permanent roles. Most useful in the messy situations: legacy systems, migrations, integrations, performance and scaling problems, projects that need a lot of coordination. When I come in, I'm in the code with the team.

Across industries (telecommunications, pharma, media, recruitment, employment services), stacks (.NET, Rails, Go, Elixir, Swift) and company sizes, from medium-sized firms to a public company of around 1,400 people. I've been the tech lead who still writes code, and the engineer who keeps an eye on the business case.

First touched a computer in 1985, a Commodore CBM 600. Made my first money from software at 12.

Focus areas

Backend	Ruby on Rails since 2014, plus Go and Elixir. Around ten years of .NET and C# before that. New languages haven't been a barrier in years.
Scaling	Took XING AdManager from a prototype doing a few k€/day to a platform handling around 60 k€/day in revenue, with real-time bidding and the click/impression pipeline.
Leadership	Up to 12 reports and freelancers in an international team. Hiring, 1:1s, performance reviews, skill development. Certified Scrum Master since 2012.
Migrations	Stack migration Elixir to Rails (in progress), Unitymedia/Kabel BW brand merger, account synchronisation across XING, Onlyfy and Prescreen, dpa news-production infrastructure.
Indie products	DopaLoop (iOS habit tracker for people with ADHD), TheLawin.dev (e-invoicing SaaS for ZUGFeRD, XRechnung and Factur-X), Quilence (sleep and focus, in development). Over 60 repositories on GitHub.

Experience

Indie Developer and Freelance

from 02/2026

Own products and consulting work following nearly a decade at NEW WORK SE.

- DopaLoop: iOS app for people with ADHD. Concept, development, App Store release. SwiftUI and CoreML.

- TheLawin.dev: micro-SaaS that turns a JSON object into an EU-compliant invoice PDF (ZUGFeRD, XRechnung, Factur-X). Go backend, custom documentation site.
- Quilence: iOS app in the sleep and deep-work space, currently in development.
- Open-source tooling: git-issues (CLI for repo-resident task tracking, agent-friendly), Backfeedr (privacy-first crash reporting for indie iOS apps), uptimer (homelab monitoring on ProxmoxVE).
- Weekly newsletter “Launching in Pyjamas” on Medium.

Stack: Swift and SwiftUI, Go, Ruby, Claude Code and spec-kit, Docker, ProxmoxVE.

NEW WORK SE (XING, kununu) • Hamburg

10/2016 – 01/2026

Jobs network and recruiting platform • approximately 1,400 employees

Senior Engineer, Platform Cluster

04/2020 – 01/2026

- Ownership of one of the group’s highest-traffic Accounts apps; currently leading the migration from Elixir to Rails.
- Designed and implemented account synchronisation between XING and Onlyfy, plus between Prescreen and Onlyfy; both in production.
- Contributed to the company-wide migration from Atlassian HipChat to Slack.
- “XING Locator” (hack-week project): in-house mapping service for office locations, later extended with tracing and prevention features during the COVID-19 pandemic (Medium article: “How we fight Covid-19 at the office with Rails”).
- Introduced distributed tracing (Jaeger, Dapper pattern) into the Ruby community of practice; spoke about it at RubyConf Bangkok.

Team Lead Engineering, XING Marketing Solutions GmbH

04/2018 – 03/2020

- Line and technical management of up to 12 employees and freelancers.
- Hiring, 1:1s, performance management, skill development.
- Guided the team through the wind-down of Marketing Solutions GmbH and its integration into the platform organisation.
- Built and evolved the self-service platform on Rails and React, plus its integration with the mobile native-ad stacks.

Senior Software Engineer, AdManager

10/2016 – 03/2018

- Took the AdManager prototype to a fully working ad-delivery platform.
- Scala-based backend bidding with integration into the data-science stack; self-service frontend in Rails and React.
- Built the real-time bidding pipeline and click/impression processing. **Scaled revenue from a few k€/day to roughly 60 k€/day.**
- Integrated ad delivery into internal native-ad stacks for mobile devices.

SinnerSchrader Deutschland GmbH • Hamburg

10/2014 – 09/2016

Digital agency • approximately 500 employees at the time

Senior Ruby Developer & Scrum Master

10/2014 – 09/2016

- Maintenance of the Unitymedia web presence: checkout flow, customer self-service portal, live deployments, client meetings.
- Scrum Master of the TUIfly maintenance team.
- Unitymedia/Kabel BW brand merger in a two-engineer team: technical and visual unification of two brands.
- Designed and implemented a Redis-backed caching layer for the customer portal (specifically called out in the reference letter).

- Extended the checkout REST API to support a mobile-app project.

Dennso Management Consulting GmbH • Hamburg

07/2012 – 09/2014

Senior Developer (Ruby on Rails & .NET)

07/2012 – 09/2014

- Pharma startup (10/2013 – 09/2014): B2B web application for medical practices, pharmacies and statutory health insurers on Rails. Still in production today.
- Fleet-management ERP (01/2014 – 09/2014): Senior .NET engineer in a client team. AngularJS frontend, C#/.NET WebAPI backend, Oracle database.

velvetsoft GmbH

01/2010 – 06/2012

Head of Engineering & Client Projects

01/2010 – 06/2012

- Responsible for internal engineering and the client-project business.
- PUMA AG, Herzogenaurach (04/2011 – 03/2012): Agile coach embedded in middle management. Introduced Scrum-style processes starting with the internal BI team; over the year, cross-departmental projects became more transparent in how work moved.

Effective Software Deutschland KG

10/2007 – 12/2009

Managing Director

10/2007 – 12/2009

- Founded and led the company; software for private job placement and project services.
- A client engagement with Jobdistrict GmbH (Hamburg, from 2006) grew into a desktop ERP product covering candidate and client management, commission settlement, and AVG5 placement-voucher integration with the German Federal Employment Agency. Still in production today; helps place hundreds of people into formal employment each year.

Netpioneer AG (freelance), Karlsruhe • for dpa

2008 – 2011

.NET Scrum Developer on the INES project

2008 – 2011

- Contributed to the new news-production infrastructure for the German Press Agency (dpa).
- Focus on GUI engineering: docking and window manager, custom controls following UX specifications from HID Hamburg.
- Involved from the kick-off in Prague through to rollout in the Berlin newsroom. First proper experience of Scrum in a mature setup.

Zapf Systemhaus GmbH • Oldenburg

09/1996 – 09/2004

Software Developer

07/1999 – 09/2004

- Worked on inventory and ERP, accounting, care-home and home-care administration, public-sector accounting.
- Led the team's migration from VBA/VB 5+6 to .NET: designed and built a base framework adopted across the engineering team. Parts of it are still in use today.

IHK-certified Apprenticeship in IT (data processing)

09/1996 – 06/1999

Education

02/2012 Certified Scrum Master (CSM), IT-Agile, Hamburg

10/2004 – 09/2007 Computer Science, University of Oldenburg

04/2003 – 06/2004	University entrance qualification, University of Oldenburg
09/1996 – 06/1999	IHK-certified Apprenticeship in IT (data processing), Zapf Systemhaus, Oldenburg
1984 – 1996	Extended Secondary Education (German Erweiterter Sekundarabschluss I)

Community & publications

- Vocational examiner for IT apprentices (application development), Chamber of Commerce Hamburg, since 05/2011.
- Vocational examiner for IT business specialists and IT apprentices (application development), Chamber of Commerce Oldenburg, 12/1999 – 06/2007.
- Speaker at RubyConf Bangkok on distributed tracing using the Dapper pattern with Jaeger.
- Writing on Medium (steviee.medium.com): the weekly “Launching in Pyjamas” newsletter, plus articles such as “From PRD to Production: My spec-kit Workflow”, “I Let Claude Code Loose at Midnight”, “How we fight Covid-19 at the office with Rails”.
- Open source: 60+ repositories on github.com/steviee.

Stack

Languages	Ruby, Go, Elixir, Swift, JavaScript and TypeScript, C#, SQL · previously extensive .NET and VB.NET
Frameworks	Ruby on Rails, SwiftUI, React · previously Grails and AngularJS
Databases	PostgreSQL, MySQL, Redis, Oracle
Infrastructure	Git, Docker, Jaeger, ProxmoxVE, AWS basics
Methods	Scrum (CSM since 2012), agile ways of working, microservices, REST, mentoring
AI tooling	Claude Code, GitHub spec-kit, agentic development workflows, issues as the spec hub

Languages

German	Native
English	Fluent, written and spoken
French	School-level