

Rok Ajdnik

Director of Software Engineering

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SUMMARY

Director of Software Engineering with over 15 years of experience building scalable software and leading engineering teams. At Plume Design, leads 7 direct reports and a 9-member API team. Architected zero-downtime cloud migrations of over 10 million customers and consolidated 1,500 APIs into fewer than 400. Three-time startup CTO and co-founder who helped secure over \$3 million in funding. Co-inventor on four patent applications, with experience in distributed systems, API design and computer vision.

EXPERIENCE

Director of Software Engineering

Plume Design, Inc. | Sep 2025 - Present

Leading engineering teams at a telecommunications company focused on smart home and WiFi solutions, with 7 direct reports and a 9-member API team.

Across all roles at Plume (Sep 2020 - Present):

- Architected, led and executed large-scale live customer migrations between production clouds with zero downtime, moving over 10 million customers.
- Modernized Plume's APIs, reducing 1,500 APIs to fewer than 400 and making interfaces more concise across engineering teams.
- Standardized authentication/authorization, deprecation policy and API design guidelines.
- Built a documentation portal used by 500 ISPs worldwide.

Technologies: TypeScript, NestJS, Node.js, MongoDB, Kafka, Grafana, Kubernetes, AWS, CI/CD, Microservices

Staff Software Engineer

Plume Design, Inc. | Jan 2023 - Sep 2025

Technologies: TypeScript, NestJS, Node.js, MongoDB, Kafka, Grafana, Kubernetes, AWS, CI/CD, Microservices

Senior Software Engineer

Plume Design, Inc. | Sep 2020 - Jan 2023

Technologies: TypeScript, NestJS, Node.js, MongoDB, Kafka, Grafana, Kubernetes, AWS, CI/CD, Microservices

CTO & Co-Founder

CoilPay Technologies Inc. | Jun 2019 - Oct 2020

Bank-issued smart wearable-enabled payment ecosystem for micropayments. Built an Android-like ecosystem of MicroApps for Coil wearables including smartwatch functionality.

- Developed hardware prototypes.
- Participated in Startupbootcamp, a month-long startup accelerator program in Dubai (2020).

Technologies: Embedded C

CTO & Co-Founder

MikMik | Aug 2018 - Sep 2020

Integrated electric scooter micro-rental system focused on green mobility and innovation. Operated in Ljubljana, Piran, and Koper with expansion plans across Europe.

- Deployed 1,500 scooters across multiple cities in Slovenia.
- Built a fleet management backend system for tracking and managing scooters.
- Developed hardware prototypes for a scooter locking mechanism.

Technologies: TypeScript, Node.js, Kafka, GCP, Terraform, DevOps, Microservices

CTO & Co-Founder

Reveel Technologies, Inc. | Nov 2013 - Nov 2019

First company to help brands and media outlets increase revenue by adding interactive experiences to visual media. Based in San Francisco, CA.

- Led a team of 6 engineers.
- Helped secure over \$3 million in funding from Silicon Valley venture capital firms.
- Participated in the Tech Wildcatters 3-month startup accelerator in Dallas, Texas (2014).

- Designed and developed the content-based image retrieval (CBIR) system the company used to identify visual content in images and videos.
- Scaled the system to low-latency operation across a large database of visual content, from 20 thousand to 20 million images.

Technologies: C++, OpenCV, MongoDB, gRPC, GCP

Computer Programmer

Studio Kreativis d.o.o. | Nov 2011 - Aug 2015

- Built a desktop CAD application for designing fair booth layouts and installations.
- Developed miscellaneous WordPress plugins.
- Built and maintained WordPress websites.

Technologies: PHP, C#, Visual Studio, JavaScript, HTML, CSS

Computer Programmer

3zsistemi | Dec 2009 - Feb 2011

- Co-developed an AJAX-based CMS framework.

Technologies: JavaScript, PHP

SKILLS

Leadership: Engineering Management, Cross-functional Leadership, Hiring, Team Management, Technical Strategy, Mentoring, Agile, Scrum

Engineering: Go, TypeScript, JavaScript, Node.js, C++, Embedded C, Rust, C#, PHP, HTML, CSS, NestJS, WordPress, gRPC, OAuth / OpenID Connect, MongoDB, Postgres, Kafka, Amazon Web Services (AWS), Google Cloud Platform (GCP), Kubernetes, Docker, Terraform, Grafana, DevOps, CI/CD, Microservices, Cloud Migration, Zero-Downtime Deployments, Authentication and Authorization, Developer Documentation, OpenCV, Git, Visual Studio

Domain Expertise: Telecommunications, Computer Vision, Content-Based Image Retrieval, Perceptual Hashing, Distributed Systems, API Design, Startups

Spoken Languages: Slovenian (Native), English (Professional)

PATENTS

DNS Response Delay Scaled by Per-Fingerprint Request Frequency for Blocked and Paused Domains

US Application 19/728,395 | Pending, unpublished | filed Jul 2, 2026 | Plume Design Inc
Co-inventors: Miha Klokočovnik, Rik Williams

Dynamic DNS Response Shaping via Client Behavioral Fingerprinting for Blocked and Paused Domains

US Application 19/728,461 | Pending, unpublished | filed Jul 2, 2026 | Plume Design Inc
Co-inventors: Miha Klokočovnik, Rik Williams

System and method for cloud-based AI application management

US 2026/0099312 A1 | Published application | filed Oct 2024 | Plume Design Inc
Co-inventors: Miha Klokočovnik, Gabrijel Jurković, Žiga Keržan, Jaka Maver, Mario Balukčič

Systems and methods for identifying and acquiring information regarding remotely displayed video content

US 2016/0105731 A1 | Published application | filed May 2015 | Reveel Technologies Inc
Co-inventors: Matija Verbovšek

CONFERENCE TALKS

Building a CBIR system and scaling it from 20 thousand to 20 million images

ROSUS 2018: Computer image processing and its application in Slovenia | Mar 6, 2018

PROJECTS

imghash - Pure Go library implementing a range of perceptual image hashing algorithms. (github.com/ajdnik/imghash)

gozork - Zork I ported from the original ZIL source to Go. (github.com/ajdnik/gozork)

EDUCATION

Bachelor's Degree in Computer Science

University of Maribor | 2009 - 2012

Computer Science and Information Technologies

CERTIFICATIONS

- Certified ScrumMaster (CSM) - Scrum Alliance, 2022
- Managing Multiple Generations - LinkedIn Learning, 2023