

Lukas Brand, BSc.

Principal Engineer / Solution Architect

offbrand · Vienna, Austria

lukas@offbrand.works

linkedin.com/in/lukas-anton-brand

offbrand.works



PROFILE

Principal Engineer and Solution Architect with 18 years in software engineering, specialized in Vue/Nuxt/TypeScript and end-to-end product engineering: architecture, implementation, and operations. I currently build and operate a public fintech platform solo, from calculation engine to EU infrastructure, and lead frontend architecture for an enterprise product suite; earlier I migrated enterprise content platforms and built a real-time trading exchange.

Founder of offbrand, a Vienna product studio (obolus.at, Spark Platform). Storyblok MVP & Certified Partner. Available for engagements from technical audits to fractional architecture retainers and project work, remote or hybrid Vienna.

SELECTED PROJECTS

obolus.at · Founder & sole engineer (offbrand)

2026 - today

- Public Austrian finance platform: Nuxt 4 SSR, rules-based tax engine (every value primary-source-cited, verified to the cent against official references), automated year-over-year updates, technical SEO with structured data, EU hosting with CI/CD. Architecture to operations, solo.

Spark Platform · Author & architect (offbrand)

2024 - today

- Multi-tenant Nuxt 4 platform layer that powers multiple products from one codebase: a 50+ component design system with token-based theming (light/dark/white-label), a three-layer configuration architecture (core, app, client) with auto-generated merged configs, i18n, auth, and a component-styles override system that lets every product restyle the entire catalogue without forking it.
- Ships with shared CI/CD templates (GitLab, Docker/Traefik on Hetzner), SEO infrastructure (structured data, sitemap automation), and testing conventions. A new production-grade product goes from zero to deployed in days instead of months, with consistent quality across all tenants.
- Its strict conventions, layered configuration, and documentation make it an ideal foundation for AI-augmented engineering: agentic workflows produce reliable results on top of it, which is how obolus.at ships at solo speed.

vertexmedia.at · Consulting & web-solutions brand

2021 - today

- Performance-optimized, composable best-of-breed web solutions (Nuxt/Vue, Node.js, Storyblok, Rive, Cloudflare, Supabase); custom Storyblok extensions, apps and plugin integrations; solution-architecture consulting for JAMstack and headless-CMS systems. Now part of offbrand.

Egoditor / Bitly Europe · Solutions Architect & Nuxt/Storyblok Consultant

2022 - 2023

- Architecture, prototypes and hands-on implementation for the QR code generator sites: Storyblok, Nuxt 3, TypeScript; several Vue 3 Storyblok extensions; workshops, documentation, RFC/PoC work.

Comparis.ch · Solution Architect & Storyblok Consultant

2021 - 2023

- Architecture and hands-on tooling for the Storyblok-based relaunch of Switzerland's leading comparison platform: Node.js migration pipeline via the Storyblok Management API moving 10 languages x 200 pages from Sitecore, plus Vue 3 plugin extensions.

Bitpanda Pro Exchange · Architecture & Implementation

2018 - 2019

- Consulting, hands-on architecture and implementation of the real-time crypto trading exchange with a small team (via Ebcont). Vue.js, Nuxt, Canvas, Node.js, WebSockets.

EXPERIENCE

offbrand (Vertex Media e.U.), Vienna · Founder & Principal Consultant

2021 - today

Product studio and consultancy. Solution architecture, design and implementation of composable full-stack products and headless CMS systems. Storyblok MVP & Certified Partner. Selected clients: Egoditor/Bitly Europe, Comparis.ch, Systemair, Tender Service.

Strucinspect (Palfinger), Vienna · Principal Software Engineer

2021 - today

- Driving technical vision and frontend architecture for scalable Nuxt 4+ applications (architectural focus); re-architected the legacy Nuxt 2 product from the ground up as a Nuxt 3 frontend core layer with a versatile component catalogue and theming, consumed by all further frontend applications.
- Defining best practices, mentoring the frontend team, balancing scalability, maintainability, UI/UX and product adoption in close collaboration with product management.

Immospotter 123 GmbH, Vienna · Co-Founder

2018 - 2022

Architecture, application design and development across frontend, API and backend services of the Austrian real-estate platform immospotter.at.

Ebcont Communications, Vienna · Senior Consultant & Project Lead

2016 - 2019

Lead developer on enterprise projects: Bitpanda Pro Exchange (see above) and the real-time Admiral sports-betting platform (Angular Universal, WebSockets), among others.

Earlier roles (2008 - 2017)

Fluidtime (MaaS mobility app, Swift) · GroupM (project management) · Widder/RunIT Solutions (web applications, project lead) · XSA/iMeal (food-delivery platform) · Incentro (PHP/MySQL web development).

SKILLS

- Architecture & leadership: solution architecture, design systems & platform layers, technical leadership and mentoring, product engineering, UI/UX.
- Frontend: Vue 3, Nuxt 2 to 4, TypeScript (strict), UnoCSS/Tailwind, GraphQL/Apollo, WebSockets; testing with Vitest, Cypress (unit/integration/snapshot/E2E).
- Backend & data: Node.js/Nitro, GraphQL servers, PostgreSQL, MongoDB, Supabase, Sequelize/ORMs.
- Platforms & operations: Storyblok (MVP & Certified Partner), Strapi, Cloudflare, Vercel/Netlify, Hetzner, Docker/Traefik, GitLab CI/CD, EU/GDPR-native hosting.
- AI-augmented engineering: production experience with agentic coding and review workflows, used to accelerate delivery and quality. AI as leverage, with architecture, correctness and verification ownership staying firmly human.
- Adjacent: technical SEO & structured data, technical online marketing, Figma.

EDUCATION & LANGUAGES

FH Technikum Wien · BSc. Business Informatics

2014 - 2017

HTL TGM Vienna · System & Information Technologies

2001 - 2006

German (native) · English (fluent) · Turkish (elementary)