

Roman Lucian

Business Analyst • AI Automation Specialist • Systems Builder • Full-Stack Delivery

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Remote / Hybrid / Travel 30–60% GitHub

Business Analyst and AI Automation Specialist with 10+ years of independent consulting experience translating ambiguous business needs into reliable systems, production workflows, and measurable operating improvements. Strong bridge between strategy and execution: discovery workshops, process mapping, Python services, n8n orchestration, APIs, webhooks, RAG, documentation, training, and post-launch adoption.

Distinctive professional style: systems thinking, product sensitivity, calm analytical communication, and a preference for coherent, durable solutions over hype. I work best where business reality, technical complexity, and human usability all need to align.

Evidence base: CORTEX (~157K Python LOC across 425 files), Tradeasy (~90K application LOC Laravel/Vue), 30+ n8n production workflows, and founder-led execution across growth, lead generation, automation, and product delivery.

POSITIONING HIGHLIGHTS

Business ↔ Technology bridge

Comfortable moving from executive discovery and As-Is / To-Be mapping to implementation, handover, and KPI follow-up.

Production AI & automation

Hands-on with Python, n8n, LLM orchestration, RAG, APIs, webhooks, monitoring, retries, and operator documentation.

Founder-level ownership

Used to shipping end-to-end systems under real constraints: acquisition, product, operations, deployment, and support.

Measured delivery mindset

Focus on time saved, cycle-time reduction, adoption, reliability, and operational clarity rather than inflated claims.

CORE COMPETENCIES

Strategy & analysis

- Discovery workshops
- As-Is / To-Be mapping
- Roadmaps & prioritisation
- Business case & ROI framing
- Stakeholder alignment
- Risk & milestone planning

Automation & AI

- n8n, Zapier, Make
- LLM orchestration
- RAG & pgvector
- Prompt / schema design
- AI assistants / agents
- Workflow hardening

Engineering

- Python, Flask, FastAPI
- JavaScript / TypeScript
- Vue, React
- REST APIs & webhooks
- SQL, data models
- Playwright, OAuth, JSON

Delivery & adoption

- PRDs, specs, test cases
- Runbooks & SOPs
- Training & onboarding
- Support after go-live
- Documentation systems
- Cross-functional communication

PROFESSIONAL EXPERIENCE

Independent Business Analyst & Automation Consultant

2014 – Present · Remote / Australia

- ▶ Designed and deployed end-to-end automations across finance, operations, reporting, communications, and internal workflows using n8n, Python, and Google Apps Script.
- ▶ Led discovery, process mapping, and opportunity scoring to translate business friction into delivery roadmaps and practical implementation sequences.
- ▶ Connected CRMs, spreadsheets, databases, and communication tools through APIs, webhooks, OAuth, and structured data flows.
- ▶ Produced BRDs, specs, UAT assets, SOPs, and walkthroughs that improved adoption and reduced dependency on undocumented tribal knowledge.

Production AI Systems Architect

CORTEX

2024 – Present · Proprietary platform under direct ownership

- ▶ Built and operated a Python-first automation platform with approximately 157K lines of Python across 425 files, covering orchestration, workflows, integrations, control surfaces, and operational tooling.
- ▶ Implemented multi-provider LLM routing, structured outputs, RAG on pgvector, Playwright pipelines, and 12+ API integrations with production-minded logging, retries, and fallback behaviour.
- ▶ Combined technical depth with operator usability through dashboards, handover documentation, and maintainable workflow design rather than isolated prototypes.

Founder, Growth & Digital Operations

Earthstralia

2020 – Present · Australia

- ▶ Delivered 220+ Google Ads campaigns with a strong focus on performance, ROI, and operational clarity.
- ▶ Built multilingual web assets and supporting operational automations for acquisition and delivery.
- ▶ Strengthened the link between marketing execution and systems thinking, combining campaign work with process improvement and reporting.

Founder, Lead Generation & RevOps Systems

LeadGenTax Australia

2021 – Present · Australia

- ▶ Designed lead generation and appointment workflows tailored to the Australian accounting ecosystem.
- ▶ Combined web presence, qualification logic, CRM-like processes, and AI-supported engagement flows.
- ▶ Focused on practical conversion workflows and repeatable revenue operations rather than one-off campaigns.

Founder & Full-Stack Product Developer

Tradeasy

2019 – Present

- ▶ Built a transaction-oriented Laravel + Vue platform with approximately 90K application LOC, covering user flows, bots, payments, affiliates, and operational support surfaces.
- ▶ Used the product as proof of full-stack ownership: backend logic, frontend delivery, deployment, integrations, monitoring, and product evolution.

SELECTED DELIVERY OUTCOMES

- ▶ Manual process time reduction: typically 20% to 60% on targeted workflows.
- ▶ Recurring time saved per workflow cluster: often 5 to 20 hours per week once stabilised.
- ▶ Cycle-time reduction: typically 15% to 50% depending on process maturity.
- ▶ Adoption after 60–90 days: often 70% to 90% when paired with documentation and training.
- ▶ Pilot to production conversion: often 40% to 70% where governance and staffing support scale-up.

PROJECTS, TOOLS & PORTFOLIO

Projects

CORTEX: proprietary platform for automation, integrations, RAG, and AI-assisted operations.

Tradeasy: tradeasy.me · Laravel / Vue product platform.

Earthstralia: earthstralia.com

LeadGenTax: leadgentax.com.au

Sacred Arithmetic: sacredarithmetic.com

Online portfolio

Profile, stack, and selected work:

<https://portefolio-3ooy.onrender.com/>

Languages: English (fluent), French (native), Italian (reading)

Education: LL.M., Université d'Aix-en-Provence, France, 2007