

Ruark Ferreira

SOLUTIONS ARCHITECT | FINANCIAL SYSTEMS & PLATFORM INTEGRATION



PROFILE

Solutions architect and technical product leader with 15+ years of experience designing and delivering platforms across fintech, property technology and SaaS. Specialises in financial transaction workflows, banking integration, digital identity, compliance-aware architecture and scalable API ecosystems. Has led engineering teams through technology evaluation, solution design, implementation, testing and production deployment. Brings together commercial judgement, hands-on architectural ownership and pragmatic technical leadership.

CONTACT

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SELECTED ARCHITECTURE ACHIEVEMENTS

- Co-founded reOS; architected and oversaw production deployment of a Hyperledger Iroha-based tenant funds platform with an auditable ledger, automated contractual allocations and banking integrations, supporting more than 7,000 properties at deployment.
- Co-founded Ekaya, a digital tenant identity and financial verification platform that reached over 4,000 verified users before acquisition by Rental Connect.
- Led cross-functional platform architecture at REW.ca, including a scalable publishing ecosystem integrating CMS, digital asset management, APIs and cloud-based delivery.

CORE CAPABILITIES

Solution & integration architecture • Financial transaction workflows • Banking & payments integration • Ledger auditability • Digital identity / KYC • API & data integration • Platform architecture • Architecture governance • Technology evaluation • Engineering leadership

PROFESSIONAL EXPERIENCE

Solutions Architecture / Technical Product - REW.ca

April 2021 – Present

Cross-functional architecture, integrations and technical product delivery for a Canadian real estate technology business.

- Led technical planning and engineering delivery of The Guide, integrating Sanity CMS, digital asset management, API-driven content and cloud delivery at scale.
- Contributed to API architecture connecting content, listings, developers, geographic data and related business systems.
- Led planning and governance for shared analytics/event tracking, including event standards, implementation documentation and privacy-aware measurement.
- Planned and documented Zoho CRM, Stripe and membership-management workflows; contributed to membership onboarding and account identity initiatives.
- Coordinated product, engineering and operational stakeholders from requirements and solution design through implementation oversight.

FINANCIAL SYSTEMS AND FOUNDING EXPERIENCE

Head of Enablement & Compliance Officer - reOS (formerly Rental Connect)

January 2019 – March 2021

Led architecture, technology evaluation and engineering delivery for a property management platform incorporating banking integrations and automated financial administration.

- Led design, selection, testing and deployment of a production financial platform using Hyperledger Iroha as an auditable ledger for tenant funds.
- Designed transaction workflows to identify incoming payments against reference numbers, track deposits and automate disbursements according to contractual obligations.
- Oversaw integrations with nominated banking accounts and payment flows involving major South African banks.
- Led rollout and testing across a portfolio of more than 7,000 properties at the time of deployment.
- Provided technical leadership to an eight-person engineering team across architecture, delivery and operational readiness.
- Served as Compliance Officer, responsible for overseeing regulatory compliance across payments operations and product development, including financial transaction controls, auditability, applicable FIC reporting obligations and POPIA-related data protection requirements.

Co-founder - Ekaya.com (acquired by Rental Connect)

January 2013 – January 2019

Co-founded a property technology platform supporting digital tenant profiles, rental applications and verification.

- Led architecture and delivery with a six-person engineering team, from concept through commercial launch.
- Integrated third-party identity, credit and affordability verification services; designed proprietary assessment and matching criteria for rental applications.
- Oversaw connections with property portals and property-management services to support industry workflows.
- Grew the service to more than 4,000 validated users before the business was acquired by Rental Connect.
- Took responsibility for incorporating relevant compliance requirements into product design and operational processes, including POPIA-related privacy controls, KYC/identity handling and applicable FIC reporting considerations.
- Worked across product ownership, customer experience and operational development.

EARLIER EXPERIENCE

Chief Systems Architect & Community Engineer - Airborne Music

February 2011 – January 2013

- Architected a digital music distribution and direct-to-fan platform with an eight-person distributed engineering team.
- Oversaw development of a responsive web application and CDN-backed digital media delivery platform.
- Helped implement payment infrastructure supporting payment collection and artist payouts across more than 120 countries.
- Architected tracking capabilities providing artists with insights into music sharing and consumption.

Partner / Executive Online Operations Manager - The Rubiks Room

October 2006 – January 2011

Led technical delivery and online operations for a digital agency producing custom solutions for consumer brands; coordinated internal and offshore development teams.

Project Leader / Web Designer - Niche Communications

July 2006 – December 2008

Progressed from web design into product planning and development support, collaborating with UK leadership and advising on local IT operations.

EDUCATION

Business Systems Analysis short course - University of Cape Town / GetSmarter (2017–2018)

Studies towards a BA in Politics, Philosophy & Economics - University of Cape Town (2000–2001; not completed)

ADDITIONAL INFORMATION

Financial systems: Hyperledger Iroha; auditable tenant payments; incoming-payment matching; contractual distributions; deposits and disbursements; South African banking integrations; third-party credit and identity verification.

Engineering leadership: reOS (8 engineers); Ekaya (6 engineers); Airborne (8 engineers).

Approach: Architecture and technology selection led directly; engineering implementation delivered through teams under my technical leadership.

Languages: English (Primary), Afrikaans (Spoken)