MAXIMILLIAN FERNANDEZ

Senior Frontend / Product Engineer | AI Products & Developer Tooling

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HumanCore · PR reviewer · WhatsApp agent · Laika

10 years building web products
React · Vue · Next.js · TypeScript

Technical lead
Architecture & delivery across a 16-person cross-functional squad

3 years shipping AI products
Model routing · structured outputs · developer tooling

SUMMARY

Senior Frontend / Product Engineer with 10 years building web products and 3 years shipping AI products and internal developer tooling. I own features end-to-end across React, Vue, Next.js and TypeScript — and across Node/AdonisJS, MongoDB/Redis and AWS when product requirements cross the frontend boundary. At HumanCore I built the 0→1 product core, an automated PR reviewer and a planning assistant. At Laika I was technical lead for architecture and delivery inside a 16-person cross-functional squad and shipped CO, MX and CL.

PROFESSIONAL EXPERIENCE

HUMANCORE AI

Technical Product Lead & Senior Frontend Engineer — 2023 – Sep 2026 | Remote (USA)

Next.js, React, TypeScript, AdonisJS, MongoDB, Redis, OpenAI, Anthropic, MCP, n8n, GitHub Actions, Figma

- Designed the 0→1 Next.js (App Router) core with real-time shared context so coaching sessions stayed in sync. Owned frontend architecture and technical delivery.
- Owned end-to-end feature delivery across Next.js UI, AdonisJS APIs and MongoDB/Redis persistence when product requirements crossed the frontend boundary.
- Turned OpenAI/Anthropic output into structured coaching UI. Routed models by task complexity, latency and cost: lower-cost models for routine workloads, higher-capability models for complex flows.
- Shipped a GitHub Actions reviewer. Time to approval, from PR open to approval, was about 60% shorter than the fully manual queue, by the team's comparison of the two workflows.
- A database change broke the test suite. It was running again in about 30 minutes. Weeks is the estimated manual effort, not an observed duration. Internal talks and hands-on help so the team could use AI in their own work.

LAIKA MASCOTAS

Senior Frontend Developer & Tech Lead — 2022 – 2023 | Barranquilla, Colombia

Next.js, React, TypeScript, GraphQL (Apollo Client), Jest, Testing Library, Cypress

- Led the PHP monolith to a Next.js / React / TypeScript / GraphQL storefront (catalog, checkout, membership). Technical lead for architecture and delivery inside a 16-person cross-functional squad (engineering, QA, design, product).
- Designed i18n for CO, MX and CL and led the Chile launch. Launch analytics showed a 40% engagement lift versus the previous Chile storefront, with stronger SEO from SSR.

IKATECH SOLUTIONS

Frontend Developer & UX/UI Designer — 2020 – 2021 | Remote

- Redesigned V2 (logistics, payments, documents) in React, Vue and TypeScript. After launch, support-tracked user errors dropped 80% versus V1.

DEVELOPAPP SAS

Frontend Developer — 2018 – 2020 | Barranquilla, Colombia

- Frontend for clients such as Terpel, Kredit, Cientech and the Atlántico Department Assembly, in Vue, React and Laravel: delivery apps with maps, orders and checkout.

GOVERNMENT OF LARA STATE

Web Developer 2017 – 2018 | Venezuela

- Built a statewide academic management system used by public schools to manage grades for 20,000+ students, replacing paper and Visual Basic workflows.

EMERSON FREITES ACADEMY

Web Developer (Freelance) 2017 | Venezuela

- Academic software with automated PDF certificate and diploma issuance.

GOVERNMENT OF LARA STATE

Software Developer 2016 – 2017 | Venezuela

- Request-tracking software that cut response times by 50%.

SELECTED PROJECTS

WHATSAPP SALES AGENT

Freelance Engineer · Conversational commerce 2025 – 2026 | Remote (Colombia)

- WhatsApp sales agent on Shopify: live catalog, prices and stock, draft orders, OpenAI/DeepSeek with failover, and human handoff.

SHOPIFY

Freelance Engineer · Themes and storefronts 2025 – 2026 | Remote (Colombia)

- Custom Liquid (Online Store 2.0) themes and Admin API work: catalog, checkout, WhatsApp CTAs and SEO.

EDEVIAN

Founder & Product Engineer 2025 – Present | Barranquilla, Colombia

- Founded and built an AI EdTech platform for live classes, video or VR lessons and an AI tutor (Evi), using React, Supabase and OpenAI.

TECHNICAL SKILLS

Frontend	React (6 yrs), Next.js (4 yrs), Vue 3 (5 yrs), Nuxt 3, TypeScript (6 yrs), JavaScript (10 yrs), HTML5 / CSS3 (10 yrs)
UI & Design Systems	Tailwind CSS (5 yrs), shadcn/ui, PrimeVue, Radix UI, Storybook, SCSS, Framer Motion, GSAP, Three.js
State & Data	Pinia, Vuex (5 yrs), Redux Toolkit (4 yrs), TanStack Query, GraphQL / Apollo (4 yrs), REST APIs, Zod
Backend & Cloud	AWS Cognito & Amplify (2 yrs), Terraform, Docker, Node.js (4 yrs), AdonisJS (3 yrs), MongoDB (3 yrs), Redis (3 yrs), Supabase, Firebase, WordPress headless, Shopify
AI Systems	LLMs (3 yrs) — OpenAI, Anthropic, DeepSeek, Grok; model routing, structured outputs, tool calling, agent orchestration, MCP, human-in-the-loop, fallbacks
Product design	Figma (6 yrs), UX/UI prototyping, Adobe XD
Testing & quality	Vitest, Jest (4 yrs), Testing Library, Playwright, Cypress, accessibility (WCAG), i18n & RTL, GitHub Actions, n8n, CI/CD

EDUCATION

Computer Engineering, Universidad Rómulo Gallegos (2016)

LANGUAGES

Spanish (Native) | English — Professional working proficiency