MAXIMILLIAN FERNANDEZ

Senior Frontend / Product Engineer | AI Products & Developer Tooling

Barranquilla, Colombia (Remote, UTC-5) | maximillianf22@gmail.com | +57 305 2607055 | maximillianfer.dev | linkedin.com/in/maximillian548870154 | github.com/humancore-max | github.com/maximillianf22

HumanCore case | PR reviewer case | WhatsApp agent case | Laika case

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-to-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
Remote (USA) | 2023 – Sep 2026

- Designed the 0-to-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
Barranquilla, Colombia | 2022 – 2023

- Led the PHP monolith to a Next.js, React, TypeScript and 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 Colombia, Mexico and Chile 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
Remote | 2020 – 2021

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

Developapp SAS | Frontend Developer
Barranquilla, Colombia | 2018 – 2020

- 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
Venezuela | 2017 – 2018

- 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)
Venezuela | 2017

- Academic software with automated PDF certificate and diploma issuance.

Government of Lara State | Software Developer
Venezuela | 2016 – 2017

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

SELECTED PROJECTS

WhatsApp Sales Agent | Freelance Engineer
Remote (Colombia) | 2025 – 2026

- 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
Remote (Colombia) | 2025 – 2026

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

Edevian | Founder & Product Engineer
Barranquilla, Colombia | 2025 – Present

- 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, Headless WordPress, 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 & LANGUAGES

Computer Engineering, Universidad Rómulo Gallegos (2016) | Spanish (Native) | English — Professional working proficiency