

Samuel Gomez Serrano

Software Engineer | Product Engineering | AI Systems | Frontend Architecture

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PROFESSIONAL SUMMARY

Software Engineer with 6+ years of experience building scalable SaaS platforms, enterprise dashboards, workflow-driven systems, and AI-powered automation products. Strong background in product engineering, frontend architecture, API integration, performance optimization, and full-stack delivery using React, Next.js, TypeScript, Node.js, PostgreSQL, SQL Server, and cloud deployment workflows. Experienced in building maintainable systems that scale across teams and products, combining hands-on engineering with technical ownership, distributed collaboration, AI workflow integration, and production delivery. Currently building Kairo Systems, a founder-led AI SaaS project focused on customer communication automation, appointment booking, social media workflows, and operational dashboards.

TECHNICAL EXPERTISE

Frontend & Product Engineering	React, Next.js, TypeScript, JavaScript ES6+, TailwindCSS, component-driven development, design systems, SaaS product interfaces
Architecture & Systems	Scalable frontend architecture, modular systems, feature-based architecture, API-driven systems, product architecture, system design
Backend & Integration	Node.js, Express, REST APIs, GraphQL, PostgreSQL, SQL Server, service layers, API contracts, authentication flows, OAuth integrations, webhooks
AI & Automation	LLM integration, Groq LLaMA 3.3, Gemini, function calling, conversational automation, WhatsApp automation, lead qualification, appointment booking
Performance & Quality	Core Web Vitals, rendering optimization, lazy loading, code splitting, memoization, hydration optimization, Vitest, Jest, React Testing Library, Playwright
Cloud, DevOps & Delivery	Vercel, Railway, Docker, Docker Compose, GitHub Actions, Sentry, CI/CD, Agile, Scrum, SDLC, documentation, code reviews

PROFESSIONAL EXPERIENCE

Ensamble Administrador de Riesgos y Sistemas | Mexico - Remote

Senior Frontend Engineer / Frontend Lead | Sep 2021 - Present

B2B technology company developing enterprise SaaS platforms, workflow automation systems, operational dashboards, and business process tools.

Technologies: React, Next.js, TypeScript, JavaScript, TailwindCSS, REST APIs, SQL Server, GitHub, Core Web Vitals, Agile/Scrum

- Led frontend and product engineering initiatives for enterprise SaaS platforms used across operational and workflow-driven business systems.
- Designed reusable frontend architecture, scalable application patterns, and modular systems to improve maintainability, delivery speed, and long-term scalability.
- Built complex React and Next.js systems integrated with REST APIs, authentication flows, and SQL Server-backed business operations.
- Improved platform performance by approximately 30% through rendering optimization, modular architecture, lazy loading, memoization, and Core Web Vitals improvements.
- Standardized API integration layers and frontend service patterns, improving reliability and reducing inconsistencies across systems.
- Provided technical leadership through architecture decisions, implementation guidance, sprint planning, code reviews, and technical collaboration.

Key achievement: Reduced feature delivery time by approximately 30% through reusable architecture and modular systems adopted across multiple internal platforms.

Lumston | Mexico - Remote

Senior Frontend Engineer | Contract | 2025

Software development company delivering web and digital products for enterprise clients.

Technologies: React, Next.js, TypeScript, TailwindCSS, REST APIs

- Delivered production-ready frontend features using React, Next.js, and TypeScript in a fast-paced engineering environment.
- Collaborated with backend, product, and design teams to implement scalable user-facing systems under tight delivery timelines.
- Improved frontend accessibility, responsiveness, maintainability, and engineering quality aligned with modern frontend standards.

Key achievement: Onboarded into an existing production codebase and contributed to multiple frontend features within short delivery cycles.

Lemu | Chile - Remote

Product Owner & Mobile Engineer | 2022

Technology platform focused on environmental impact, mobile experiences, and data-driven digital products.

Technologies: Flutter, Dart, Node.js, GraphQL, Agile

- Developed mobile application features integrated with Node.js and GraphQL APIs.
- Owned feature definition, backlog refinement, and delivery coordination for mobile product initiatives.
- Connected product requirements with engineering execution, improving alignment between stakeholders, design, and development.
- Improved data flow efficiency, application responsiveness, and delivery planning processes.

Grupo KC | Mexico - Remote

Frontend Engineer | 2020 - 2022

Financial and insurance services organization developing internal digital platforms and operational systems.

Technologies: React, Next.js, TypeScript, TailwindCSS, SQL Server, REST APIs

- Built and maintained React and Next.js applications supporting internal operational workflows, dashboards, forms, and business-critical process automation.
- Partnered with backend teams to improve API contracts, integration reliability, and operational workflows.
- Implemented reusable frontend patterns and modular systems to reduce duplicated logic and improve maintainability.

FOUNDER PROJECT

Kairo Systems | Mexico - Remote

Founder & Product Engineer | 2026 - Present

Founder-led AI SaaS project for local businesses in Mexico, focused on customer communication automation, lead qualification, appointment booking, social media workflows, and operational dashboards.

Technologies: Next.js, React, TypeScript, Node.js, Express, PostgreSQL, TailwindCSS, Groq, Gemini, WhatsApp Cloud API, Google Calendar API, Meta Graph API, Cloudinary, Sentry, Docker, Railway, Vercel

- Designed and built ARI, an AI-powered SaaS platform combining conversational automation, appointment booking, operational dashboards, and workflow orchestration.
- Architected a modular full-stack system with a Next.js dashboard, Node.js/Express API, PostgreSQL, WhatsApp automation, Google Calendar scheduling, and Meta Graph API publishing.
- Integrated LLM-powered automation with Google Calendar OAuth to connect natural-language conversations with real booking operations.
- Designed and implemented MAYA, an AI-powered social content engine for generating, previewing, scheduling, and publishing branded Instagram/Facebook content.

Key achievement: Built and deployed a founder-led AI SaaS product covering customer communication, appointment booking, content generation, API integrations, and operational dashboards, expanding it from a booking assistant into a broader business automation platform.

EDUCATION

M.S. in Project Management - UNITEC, Mexico | Apr 2021

B.S. in Mechanical Engineering - TEC de Chiapas | Dec 2017

LANGUAGES

Spanish: Native | English: Professional working proficiency | Japanese: Basic, currently studying