

Samuel Gomez Serrano

Solutions Engineer | Technical Consultant | Product & Integration Engineering

Mexico-based | Open to Remote, Hybrid & International Relocation | samgomezs7@hotmail.com | +52 442 747 1950

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PROFESSIONAL SUMMARY

Solutions-oriented Software Engineer with 6+ years of experience building SaaS platforms, enterprise dashboards, workflow systems, API integrations, and AI-powered automation products. Combines hands-on engineering with product ownership, stakeholder communication, technical discovery, implementation planning, and cross-functional delivery. Experienced in translating business needs into scalable software solutions, integration workflows, technical documentation, and reliable implementation outcomes. Strong fit for customer-facing technical roles involving SaaS implementation, API integrations, workflow automation, product configuration, demos, troubleshooting, and collaboration across engineering, product, and business teams.

TECHNICAL EXPERTISE

Solutions & Implementation	Technical discovery, requirements analysis, solution design, implementation planning, stakeholder alignment, product configuration, delivery coordination, technical documentation
Integration Engineering	REST APIs, GraphQL, OAuth, webhooks, API contracts, service layers, authentication flows, PostgreSQL, SQL Server, Node.js, Express, troubleshooting
SaaS, AI & Workflow Automation	Workflow automation, AI-powered products, WhatsApp automation, appointment booking, lead qualification, social media workflows, operational dashboards, LLM integrations
Frontend, UX & Product Interfaces	React, Next.js, TypeScript, JavaScript, TailwindCSS, design systems, dashboards, forms, responsive interfaces, accessibility, user-facing workflows
Customer-Facing Technical Skills	Requirement translation, product demos, solution walkthroughs, implementation support, issue diagnosis, cross-functional collaboration, client-oriented communication
Cloud, Delivery & Support	Vercel, Railway, Docker, GitHub Actions, Sentry, CI/CD, Agile, Scrum, SDLC, release support

PROFESSIONAL EXPERIENCE

Ensemble 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, Agile/Scrum

- Built enterprise SaaS platforms, operational dashboards, forms, workflow systems, and business process tools supporting internal teams and operational stakeholders.
- Translated business requirements into scalable product features, frontend architecture, API integration patterns, and maintainable implementation workflows.
- Partnered with backend, QA, product, and business stakeholders to improve workflow reliability, usability, delivery quality, and implementation consistency.
- Standardized API integration layers and frontend service patterns, improving implementation consistency and reducing integration issues.
- Improved platform performance by approximately 30% through rendering optimization, modular architecture, lazy loading, memoization, and Core Web Vitals improvements.
- Supported technical clarification, issue diagnosis, and implementation decisions across workflow-driven systems and API-connected product features.

Key achievement: Reduced feature delivery time by approximately 30% through reusable architecture, shared patterns, and modular product systems.

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 frontend features for enterprise clients while collaborating with backend, product, QA, and design teams.
- Implemented user-facing systems under short delivery cycles, balancing technical quality, product requirements, and implementation constraints.
- Improved accessibility, responsiveness, maintainability, and frontend quality aligned with modern React and Next.js standards.

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

- Defined feature scope, delivery priorities, backlog refinement, and cross-functional coordination between product and engineering stakeholders.
- Developed mobile features integrated with Node.js and GraphQL APIs, improving app responsiveness and data flow efficiency.
- Connected product goals with technical execution through backlog refinement, delivery planning, stakeholder communication, and implementation trade-off analysis.
- Translated product requirements into mobile features and API-connected workflows, aligning user needs with technical feasibility.

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 dashboards, workflow systems, forms, and operational interfaces using React and Next.js for financial, insurance, and operational processes.
- Partnered with backend teams to improve API contracts, integration reliability, and SQL Server-backed operational workflows.
- Improved UI consistency, accessibility, responsiveness, and maintainability across enterprise systems.
- Supported internal business users by improving usability, workflow consistency, and maintainability across operational systems.

FOUNDER PROJECT / PRODUCT CASE STUDY

Kairo Systems | Mexico - Remote

Founder & Product Engineer | 2026 - Present

Founder-led AI SaaS product for local businesses in Mexico, focused on translating operational needs into customer communication automation, lead qualification, appointment booking, content generation, and business workflow visibility.

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

- Designed and built ARI, a customer communication and appointment-booking assistant integrating WhatsApp automation, LLM workflows, Google Calendar scheduling, and operational dashboards.
- Built business-facing workflows for lead qualification, appointment scheduling, customer communication, metrics, WhatsApp status, and business configuration based on real operational use cases.
- Designed MAYA, an AI-powered content workflow for generating, previewing, scheduling, and publishing branded Instagram/Facebook content.
- Connected product decisions, API integrations, UX flows, and technical architecture to solve real operational problems for local businesses.

- Mapped business requirements into product workflows, API integrations, UX decisions, and implementation priorities across customer communication and content automation.

Key achievement: Built and deployed a founder-led AI SaaS product covering customer communication, bookings, content workflows, API integrations, and operational visibility for local business use cases.

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