

Samuel Gomez Serrano

Technical Lead | Lead Software Engineer | Software Architect

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PROFESSIONAL SUMMARY

Technical Lead and Software Engineer with 6+ years of experience designing scalable frontend and full-stack systems, defining architecture decisions, standardizing engineering practices, and delivering production SaaS platforms. Strong background in React, Next.js, TypeScript, Node.js, API-driven systems, workflow automation, AI-powered products, and cross-functional technical leadership. Experienced in translating business requirements into maintainable architecture, reusable systems, integration patterns, and delivery standards. Focused on improving engineering quality through modular application design, API consistency, performance optimization, code reviews, documentation, and technical guidance across distributed teams.

TECHNICAL EXPERTISE

Technical Leadership & Delivery	Technical direction, architecture decisions, code reviews, implementation guidance, sprint planning, engineering standards, cross-functional collaboration, technical documentation
Architecture & System Design	System design, modular architecture, feature-based architecture, scalable frontend architecture, API-driven systems, integration patterns, product architecture, multi-client SaaS foundations
AI Systems & Automation	LLM orchestration, function calling, tool-driven workflows, conversational automation, WhatsApp automation, lead qualification, appointment booking, AI workflow design
Frontend Platforms	React, Next.js, TypeScript, JavaScript ES6+, TailwindCSS, design systems, component-driven development, SaaS dashboards, Core Web Vitals
Backend, APIs & Data	Node.js, Express, REST APIs, GraphQL, PostgreSQL, SQL Server, service layers, API contracts, OAuth, webhooks
Quality, Observability & DevOps	CI/CD, Docker, GitHub Actions, Sentry, performance optimization, testing strategy, Agile/Scrum, technical documentation

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 architecture and technical delivery across enterprise SaaS platforms, workflow-driven systems, dashboards, and business process automation tools.
- Defined reusable application patterns, API integration layers, and modular frontend architecture that reduced duplicated logic and improved delivery consistency across multiple internal platforms.
- Influenced technical direction through architecture decisions, implementation guidance, sprint planning, code reviews, technical documentation, and collaboration with backend, QA, product, and business teams.
- Improved platform performance by approximately 30% through rendering optimization, lazy loading, memoization, modularization, and Core Web Vitals improvements.
- Standardized frontend service patterns and API contracts to improve integration reliability and maintainability across systems.

- Guided implementation of complex React and Next.js systems connected to REST APIs, authentication flows, and SQL Server-backed operations.
- Established frontend engineering standards for component structure, service layers, API consumption, performance optimization, and maintainable feature delivery.

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

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 features and architectural improvements in an existing enterprise frontend codebase while maintaining quality, scalability, and delivery standards.
- Collaborated with distributed engineering teams to implement user-facing systems under short delivery cycles.
- Improved accessibility, responsiveness, maintainability, and frontend engineering 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

- Connected product strategy with engineering execution by defining feature scope, delivery priorities, backlog refinement, and stakeholder alignment.
- Developed mobile application features integrated with Node.js and GraphQL APIs.
- Improved delivery planning, data flow efficiency, and cross-functional coordination between product and engineering stakeholders.
- Coordinated product and engineering decisions across mobile initiatives, balancing technical feasibility, delivery priorities, and user-facing impact.

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 workflows, dashboards, forms, operational interfaces, and business process automation.
- Introduced reusable frontend patterns and modular systems to reduce duplicated logic and improve maintainability.
- Partnered with backend teams to improve API contracts, integration reliability, and operational workflows.

FOUNDER PROJECT / ARCHITECTURE CASE STUDY

Kairo Systems | Mexico - Remote

Founder & Software Architect | 2026 - Present

Founder-led AI SaaS venture for local businesses in Mexico, focused on customer communication automation, appointment booking, content workflows, and operational orchestration.

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 the full-stack architecture for a founder-led AI SaaS platform with dashboard, API, database, WhatsApp automation, OAuth scheduling, content workflows, and social publishing capabilities.
- Implemented AI orchestration workflows integrating LLMs, external APIs, scheduling systems, and business automation pipelines.
- Designed tool-calling workflows connecting conversational AI with real business operations such as lead qualification and appointment booking.
- Structured the platform for future multi-client SaaS expansion with configurable workflows, tenant-aware asset storage, business-specific branding, and automation state management.

- Defined modular boundaries between dashboard, API services, AI workflows, scheduling integrations, content generation, and operational state management.

Key achievement: Expanded Kairo from an appointment-booking assistant into a broader AI business automation platform covering customer communication, bookings, content generation, API integrations, operational dashboards, and multi-client SaaS foundations.

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