

Samuel Gomez Serrano

Software Engineer | AI Systems | Frontend Architecture | Product Engineering

Founder @ Kairo Systems

Open to Remote & Relocation | US B1/B2 Visa

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Professional Summary:

Software Engineer with 6+ years of experience building scalable SaaS platforms and AI-driven workflows. Specialized in frontend architecture (React, Next.js, TypeScript) and system design, with a strong focus on end-to-end product execution and delivering measurable business impact. Proven track record improving system performance (~30%) and accelerating feature delivery through modular architectures. Experienced in implementing AI-powered solutions, integrating LLMs with real-time workflows and external APIs to automate business-critical processes.

Technical Skills

- **Languages & Core:** TypeScript, JavaScript (ES6+), SQL, HTML5, CSS3
- **Frontend Engineering:** React, Next.js, TailwindCSS - Component-Driven Development, Design Systems, Scalable UI Architecture
- **Backend & Systems:** Node.js, REST APIs, GraphQL - API Design, Authentication Flows, System Design
- **AI & Automation:** LLM Integration - Function Calling, AI Workflows, Conversational Systems - Automation Pipelines (Messaging, Scheduling, Social Media APIs)
- **Performance & Optimization:** SSR, CSR, ISR, Core Web Vitals - Lazy Loading, Code Splitting, Memoization
- **State Management:** Redux, Zustand, Context API
- **Testing & Quality:** Jest, React Testing Library, Playwright, E2E Testing - CI/CD
- **DevOps & Infrastructure:** Vercel, Railway, Docker - GitHub Actions - AWS & GCP (Fundamentals)
- **Collaboration:** Figma, Agile, Scrum, SDLC, Cross-functional teams

Experience

Kairo Systems

Mexico - Remote

Founder & Software Engineer (AI Systems)

2026 - Present

- Designed and implemented AI-driven workflows integrating LLMs (function calling) with external APIs (WhatsApp, Meta, Google Calendar) for real-time lead qualification and scheduling
- Reduced manual response time by ~50% and increased lead-to-booking conversion by ~25% through automated 24/7 qualification systems
- Implemented a state machine-based workflow to manage customer lifecycle and ensure consistency across asynchronous conversational interactions
- Built internal dashboards for system monitoring and workflow management, improving visibility into real-time operations
- Developed and maintained end-to-end platform (Next.js, Node.js, PostgreSQL), ensuring scalability and reliability in production
- Deployed and managed infrastructure using Vercel and Railway, supporting continuous delivery and system stability
- Handled automated messaging workflows across real-time conversations, enabling scalable customer interaction without human intervention

Ensamble Administrador de Riesgos y Sistemas
Senior Software Engineer (Frontend Architecture Lead)

Mexico - Remote
Sep 2021 - Present

- Led implementation of modular frontend architecture for SaaS platforms, reducing feature delivery time by ~30% through reusable UI systems
- Built complex data-driven dashboards and workflow interfaces using React and Next.js
- Improved system performance by ~30% through optimization strategies aligned with Core Web Vitals
- Standardized API integration patterns and frontend-backend contracts, improving system reliability and team velocity
- Collaborated with cross-functional teams (backend, product, design) to deliver end-to-end features
- Provided technical leadership through code reviews and architectural guidance

Lumston
Senior Frontend Engineer

Mexico - Remote
2025(Contract)

- Delivered production-ready features using React, Next.js, and TypeScript in fast-paced environments
- Improved performance, accessibility, and maintainability of existing systems
- Collaborated with product and design teams to deliver features under tight timelines

Lemu
Product Owner & Mobile Engineer

Chile - Remote
2022

- Developed mobile features using Flutter integrated with Node.js and GraphQL APIs
- Defined feature scope, priorities, and coordinated delivery across teams
- Improved system responsiveness and data flow efficiency

Grupo KC
Frontend Engineer

Mexico - Remote
2020 - 2022

- Built scalable SPA applications using React, Next.js, and TypeScript
- Improved UI consistency, responsiveness, and accessibility across platforms
- Collaborated with backend teams to design API contracts and optimize performance

Key Achievements

- Improved system and frontend performance by ~30% across production environments
- Reduced feature delivery time by ~30% through modular and reusable architectures
- Built and deployed AI-powered automation systems with measurable business impact
- Increased operational efficiency through workflow automation and system standardization

Education

M.S. in Project Management
UNITEC, Mexico | April 2021

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

Languages

- **English: Professional working proficiency**
- **Spanish: Native**
- **Japanese — Basic (currently studying)**