

José M. Hernandez

Contact

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Expertise

Agentic Systems & AI:
Framework design, evaluation methodologies, model-rightsizing, token efficiency, production deployment.

Infrastructure & Reliability:
Microservices architecture, observability, testing systems.

Design Platforms:
Accessibility, usability, SDKs, performance, design systems.

Full-Stack Integration:
Authentication, platform SDKs, payment systems, media/social/ecommerce APIs.

Education

BA in Film and Digital Media
University of California Santa Cruz

Location

Morro Bay, Ca (remote)

Staff-level platform engineer, 20+ years. Hands-on builder. Unblock teams through infrastructure, automation, and mentorship. Expertise: agentic systems, design platforms, ads/creative architecture, distributed systems at scale.

Jun 2017 - Jul 2026 | AdRoll, San Francisco

Staff Software Engineer

Creatives (2023 – 2026)

Engineered production agents adopted across product, design, engineering, ops, sales and support: Eng Helper - Slackbot, Monet design assistant, Media Planner, Product Intelligence Platform. Established governance on capabilities, security boundaries, cross-harness compatibility. Accelerated incident triage and organizational research and collaboration.

Hack Week '26 technical excellence award for orchestrating fleet-wide React 19 migration across 20+ repos with agentic LOE, PR automation, and team/expert routing, reducing stack-lift friction and toil.

Revamped design system with agentic guardrails and non-engineer SDK to remove bottlenecks, reduced prompt-to-prototype time from weeks to minutes. Demonstrated AI roadmap at all-hands for CEO, seeding adoption.

Reimagined HTML5 ad authoring as AI-Powered Ad Builder: deployed AI-assisted copy/image generation (Google Cloud), cutting ad turnaround from days to hours. Unlocked self-serve for marketers, prototyped A/B Testing and Ad Insights (internal models) enabling autonomous iteration.

Spearheaded 2025 site-wide rebrand: refactored components, feature-flagged theme swap, automated distribution. Enabled simultaneous rollout with zero downtime.

Front End Core (2019 - 2022)

Overhauled component library, design system and CI pipelines; accelerated UI updates from Figma to prod to days vs. weeks.

Unified build systems, unit/smoke test frameworks and observability (Datadog) for performance accountability across fleet.

Built dependency-tracking and codemod automation, fanning out migration PRs across teams based on code-crawling metadata and routing rules.

Cultivated consensus, balancing designer agency with engineering scalability.

Ads (2017 – 2019)

Refactored monolith to microservices (Python/Flask, Postgres, SQLAlchemy, AWS ECS, React); expanded Native, Social, Video, Dynamic ad types.

Stewarded Hack Week program (7 years) and Front End Core working group, unlocking infrastructure updates and feature innovation.

Mentored 3+ junior engineers through production systems patterns.

Dec 2015 - Mar 2017 | Pandora, Oakland

Senior Software Engineer, Consumer Electronics

Shipped on-demand Chromecast/Windows 10 clients and Pandora for Uber Experience.

Engineered automated cross-device test platform (Selenium, Appium, ChromeCast) coordinating playback across TV, mobile, web over closed wifi.

Jun 2014 - Dec 2015 | Rdio, San Francisco

Senior Software Engineer, Device Integrations

Developed full-stack TV/smart speaker integrations (Chromecast, Roku) and JS SDK for OAuth, audio/device control, developer platform access with Python/Django + Backbone.js/React, Sketch.

Engineered playlist conversion/export infrastructure unlocking cross-service portability.

Mar 2013 - Jun 2014 | TastemakerX, San Francisco

Lead Front End Engineer

Led site redesign for cross-service playlist discovery (Spotify, YouTube, Rdio, BandsInTown) with RequireJS, Backbone.js.

Dec 2011 - Sep 2012 | Telly, San Francisco

Lead Front End Engineer

Led Twitvid → Telly site rebrand and product expansion. Developed Facebook/Twitter features (bookmarklet, profile, feed, onboarding). Bootstrap, MongoDB.

Jan 2009 - Oct 2011 | 50 Cubes, San Francisco

Principal Engineer

Managed social and payment integrations (Facebook Credits, virtual currency); engineered cross-game monetization features on PHP/AWS.

Ported Flash game engine and runtime to JS (character rigging/animation, SWF asset conversion pipeline).

May 2008 - Nov 2009 | AOL, San Francisco

Senior Software Engineer

Optimized publisher monetization (100m+ users, 250m PV/day). Developed AIM in-browser chat client.

Sep 2006 - May 2008 | Bebo, San Francisco

Founding Engineer

Pioneered early social advertising: developed placements, analytics, attribution, targeting systems, ad operations tools, partner integrations. Java/JSP, Oracle.

Jan 2005 - Jun 2006 | Meca Communications, San Luis Obispo

Software Engineer

Designed white label social messaging platform frontend (ASP/dotNET).

Engineered federated IM presence for MySpace (AIM, MSN, Yahoo, XMPP, ICQ).