

José M. Hernandez

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Expertise

Product & frontend

React, TypeScript, design systems, accessibility, performance; consumer products on web, TV and in-car surfaces.

Platform & tooling

Shared component libraries, codemods and dependency tooling, CI and release tracking, observability.

Applied AI

LLM agents in engineering and design workflows, prompt and plan contracts, guardrails, evaluation.

Integrations

OAuth and partner platforms, payments and billing, device runtimes (Chromecast, Roku), social and media APIs.

Education

University of California, Santa Cruz  
BA, Film and Digital Media

Location

Morro Bay, CA (remote)

Staff Software Engineer, 20+ years. I build the systems teams build on, and the products people use: consumer products, shared frontend platforms, and applied AI, across social, music and advertising. Started in design, which is why I keep ending up where design and infrastructure meet.

EXPERIENCE

Jun 2017 – Jul 2026 | AdRoll (NextRoll), San Francisco

Staff Software Engineer

Hired as Senior Software Engineer; promoted to Staff.

Creatives · 2023–2026

- Expanded Create Web Ads from a single static template into animated HTML5 ad production in six sizes, with reusable layouts, brand-adapted copy and AI-assisted imagery. Within roughly six months of launch, more than 250 advertisers were spending on ads made with it.
- Built the front end of A/B Creative Tests, in beta for managed accounts from October 2025 to March 2026: the variant builder, routes and navigation, a demo page and the beta instrumentation. The result surface names a winner only above a 95% probability that one variant is best.
- Built the engineering agents teams reached for in Slack (EngHelper and Monet) and an internal media-planning tool for sales reps inside the AdRoll AI Assistant. Wrote one agent's persona and guardrails, and the architecture skill in the documentation pipeline behind both.
- Brought AI-assisted prototypes into the design system: shared tokens and components, and a snapshot gallery of 28 screens under visual test by June 2026, so a gap between prototype and system showed up as a picture.
- Proposed and led frontend readiness for the 2025 company-wide rebrand: dependency tooling, design-system sync and a theme feature flag.

Front End Core · 2019–2022

- Maintained Rollup, the shared React component library that 28 repositories across two product lines depended on, on versions spread from v10 to v39.
- Built the dependency-tracking and codemod platform that closed the spread: one Bootstrap 5 pass rewrote 1,173 spacing utilities across 68 components; a batch of 22 repositories upgraded with no missed upgrades across four audits.
- Extended that tooling with migration guidance and effort tracking for staged React upgrades. The team's React 19 migration took Overall runner-up at Hack Week 2026, against 21 projects.

Ads · 2017–2019

- Shipped native, Facebook, video and dynamic ad-type support in the ad-creation interfaces: validation, previews and the migration behind the native format change.
- Moved the shared component library to React 15 with a Hack Week team in the first year; produced NextRoll's twice-yearly Hack Week thereafter, fourteen of the nineteen cycles run through 2026. Seven placements between 2017 and 2026, four of them wins.

React, TypeScript, Python, design systems, developer tooling, LLM agents

Dec 2015 – Mar 2017 | Pandora, Oakland

Senior Software Engineer, Consumer Electronics

- Held the Chromecast receiver UI through the on-demand rebuild: drew and tested the control set the old licence never allowed (repeat, shuffle, a visible queue) against light and dark album art, launched as Pandora Premium in March 2017.
- Built the Pandora-inside-Uber account-linking flow: sign-up, log-in and connect in a webview, an activation code binding the session to one device, twelve screens with five for things going wrong. Driver side June 2016, rider side September 2016.
- Built the automated cast test rig: a build notification into an OSX box driving an iOS simulator and an Android emulator, casting across a private router to a real Chromecast, with Pandora's device-certification checklist written as the tests.

JavaScript, Backbone, SVG, Chromecast

Jun 2014 – Dec 2015 | Rdio, San Francisco

Senior Software Engineer

- Built the web flow Roku's channel handed off to: account linking through Roku's Partner Account Creation SDK, a 30-day trial bought in-line through their billing API, and the edge cases underneath.
- Documented the partner authorization path end to end across OAuth 1.0a and OAuth 2, for apps like Shazam, Roku and Tesla, then added drop-off logging, dependency preloading and client-ID attribution.
- Profiled the Chromecast receiver boot (first real frame at 11.5 seconds, 7.5 of them loading dependencies the stick never used) and cut the dependency list down to what it actually needed.
- Built the export Rdio shipped when it shut down in December 2015: favorites, downloads and playlists as XSPF and CSV, and stations handed to Pandora.

JavaScript, Backbone, Django

Mar 2013 – Jun 2014 | TastemakerX, San Francisco

Senior Software Engineer

- Owned the front end through the September 2013 relaunch and the Rdio acquisition: a Backbone single-page app carrying roughly twenty feed types, Facebook onboarding that built a first Collection from likes, and a feed renderer that turned untrusted URLs into embedded media.
- Shipped convertmyplaylist.com, a Spotify-to-Rdio playlist converter, and kept building it at Rdio for another year.

JavaScript, Backbone, Handlebars, CodeIgniter

Dec 2011 – Sep 2012 | Telly (formerly TwitVid), San Francisco

Lead Front End Engineer

- The only web front-end engineer at a seventeen-person company. Rebuilt the front end as Telly while the same codebase kept serving TwitVid, shipped 13 June 2012: a PHP view layer, Mustache templates rendered on server and browser, History.js pushState.
- Built the signup funnel (Facebook, Twitter, email, then five onboarding steps), a capture bookmarklet the Chrome extension called into, the browser half of event tracking, and the site in Spanish, Korean and Russian.

JavaScript, PHP, Mustache, Bootstrap

Jan 2010 – Oct 2011 | 50 Cubes, San Francisco

Director of Activations

- Owned the platform layer around Mall World and Fashion Designer: the integrations that put a Facebook game on MySpace, Orkut, hi5 and Plinga and through the Mentez and Viximo networks, the viral surfaces, localization, and the 2011 HTTPS migration.
- Built the payment and offer surfaces through the move to Facebook Credits, third-party offer walls, and a retail tie-up that put real clothes from Moxsie's catalogue beside the virtual ones.
- Wrote a batch converter that turned about 14,000 Flash assets into SVG and PNG, and the avatar armature that consumed them in a browser runtime for iPhone.

PHP, JavaScript, Flash, OpenSocial, SVG

May 2008 – Nov 2009 | AOL, San Francisco

Senior Software Engineer, Sales Engineering

- Built the ad-routing admin for Bebo's roughly 20 ad tags from 10 providers: page-group routing, audit logging on every change, a kill switch, and a counter on each tag.
- Helped architect and build an independent counter service replacing legacy sales tracking; by April 2009, 260 employees across four offices read its reports.
- Replaced hard-coded sponsored content with templated, self-counting sponsored areas rolled out to about 50 locations, including most of the front page at roughly 9 million views a day, and wrote the specifications production built against.
- Polished AIM's in-browser JavaScript client. Ran a six-week celebrity-photo experimnet on a page viewed about 60 million times a day, and recommended stopping it on the numbers.

JavaScript, Java, FreeMarker, JSP

Sep 2006 – May 2008 | Bebo, San Francisco

Software Engineer, Ad Operations

- Hand-built brand sponsorships, profile takeovers and contests in HTML and Flash, first for agencies and then for sales teams in New York, the UK and Australia. Homepage takeovers were priced at \$10,000 to \$50,000 a day.
- Proposed the Skittles branded emoticons; the mechanism outlived the campaign as Bebo's general branded-emoticon system.
- Replaced bespoke builds with published slot contracts for skins and takeovers, so sales sold from a spec sheet and production built straight to it; then moved onto sales engineering for the reporting layer, per-placement counters by age, gender and country.

Flash, JavaScript, Java/JSP, Oracle

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

Web Developer

- Rebuilt mecamessenger.com's front end as a white-label surface partners deployed under their own brand, on one codebase shared with the American Idol Messenger.
- Built a MySpace presence badge, a single image tag showing live online state where MySpace stripped JavaScript; a ClickOnce Windows desktop messenger with per-network plugins for MySpace presence and XMPP; and Boomerang, an iTunes ratings-sync agent.

Java/JSP, ASP.NET, .NET, AJAX

EARLIER · 1997–2004

|           |                          |                     |
|-----------|--------------------------|---------------------|
| 2003–2004 | UC Santa Cruz            | Web Developer       |
| 2001–2002 | Aspect Media Factory     | Developer           |
| 2000–2001 | Moon Valley Software     | Developer           |
| 1999–2000 | Knight Ridder Newspapers | Internet Specialist |
| 1997–1998 | Innovative Concepts      | Service Manager     |