

José M. Hernandez

Staff Software Engineer | Applied AI, Platform & Design

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SUMMARY

I turn ambitious product ideas into working software, then build the shared systems that help others extend it. At AdRoll, that meant AI creative tools, agents with explicit security controls, and design systems backed by implementation checks. My work connects product interfaces, backend services, and developer tooling, with hands-on ownership from prototype through production.

WORK EXPERIENCE

AdRoll (NextRoll), San Francisco · Remote

Jun 2017 – Jul 2026

Staff Software Engineer

Hired as Senior Software Engineer; promoted to Staff.

Applied AI Products and Systems

- Built AI-generated copy and image-outpainting interfaces for Create Web Ads, an HTML5 ad builder. Within roughly six months, more than 250 advertisers were spending on ads made with the product.
- Built the front end and tool-calling integration for an internal AI media-planning assistant for sales reps; released behind a feature flag for customer interviews.
- Shipped PR-authoring improvements and security controls for an internal LLM agent: classified its access model as critical-tier under the lethal-trifecta model, added a mandatory kill switch and requester-and-rationale provenance, and enforced write-endpoint coverage in CI.
- Built Monet's Slack-to-staging one-shot design workflow, shaping its persona, guardrails, and rapid-prototyping skills around canonical design-system tokens and patterns.

Platform and Design Engineering

- Extended developer tooling into a dependency-and-ownership graph across 28 repositories, routing upgrade PRs, Jira tickets, and Slack notifications to owning teams.
- Orchestrated the React 19 migration across 26 repositories with LLM agents applying codemods, running CI, and opening component-library upgrade PRs for owning teams. Built an AI-assisted effort model that corrected an optimistic estimate by 2–4 weeks within days; Hack Week Overall runner-up with a team of four.
- Built the design system's canonical source and implementation gates so AI-assisted prototypes stayed aligned with the components downstream teams used; checked visual drift with a 43-view Playwright gallery.
- Orchestrated agent-led Sentry triage across 100 unresolved issues, producing seven actionable tickets; diagnosed an N+1 query affecting 309 users and a label-creation race behind 11,000+ error events, then wrote the race fix.

Technical Leadership

- Led the Creatives team's 2026 AI roadmap, translating product goals into technical specifications and effort estimates; orchestrated an LLM agent that scraped a client's website and generated a complete on-brand ad in seconds.
- Produced 14 of NextRoll's 19 twice-yearly Hack Week cycles; earned seven placements and four wins, and mentored four interns.

Pandora, San Francisco

Dec 2015 – Mar 2017

Senior Software Engineer, Consumer Electronics

- Rebuilt Pandora's Chromecast receiver for the Premium launch, adding repeat, shuffle, and queue controls; profiled performance on first-generation hardware and architected a cross-device test environment.
- Built the Pandora-for-Uber account experience, including account connection, onboarding, age gating, and error recovery.
- Built integrations for LG, Samsung, Android TV, and Windows 10, plus shared client and message-bus infrastructure for Chromecast and Google Home.

Rdio, San Francisco

Jun 2014 – Dec 2015

Senior Software Engineer

- Managed Rdio's Roku partnership and built account-linking and subscription-billing flows, including an inline 30-day trial purchase.
- Built Rdio's shutdown export experience as a graceful send-off for listeners, letting them download their collections or transfer stations to Pandora, with a personalized listening-history timeline.

TastemakerX, San Francisco

Mar 2013 – Jun 2014

Senior Software Engineer

- Relaunched TastemakerX's music-discovery client as a Backbone single-page app, building activity-feed aggregation, a media-embedding engine, responsive UI, and Facebook onboarding; shipped convertmyplaylist.com, a Spotify-to-Rdio playlist converter.

Telly (formerly TwitVid), San Francisco

Dec 2011 – Sep 2012

Lead Front-End Engineer

- Led TwitVid's front-end redesign into Telly, rebuilding its PHP/Mustache application as a hybrid SPA with History.js navigation; shipped a Chrome bookmarklet, browser-side event tracking, and three-language localization.

50 Cubes, San Francisco

Jan 2010 – Oct 2011

Director of Activation

Owned platform integrations and distribution for two Facebook games across every social network that would carry them.

- Owned the JavaScript/HTML platform and payment layer around Mall World and Fashion Designer: Facebook integration and viral flows, syndication across MySpace, Orkut, hi5, Plinga, and Viximo.
- Built a SWF-to-SVG/PNG conversion pipeline for about 14,000 Flash assets, then built JANICE, an avatar runtime for mobile browsers that consumed the converted catalogue.

AOL, San Francisco

May 2008 – Nov 2009

Senior Software Engineer

- Built admin tools, templates, and reporting for self-counting ad placements deployed across about 50 locations, including most of Bebo's front page at roughly 9 million daily views.
- Co-architected an independent JMS-based counter service that replaced legacy sales tracking, then built its admin and reporting UI for about 160 Bebo staff.

Bebo, San Francisco

Sep 2006 – May 2008

Senior Software Engineer, Ad Operations

Hired into ad operations to build sponsored profile pages; moved to engineering and promoted.

- Hand-built large-brand sponsorships, profile takeovers, and contests in HTML and Flash, including full IAB size matrices with Flash units and GIF fallbacks; homepage takeovers sold for \$10K-\$50K per day.
- Established reusable sponsorship specs and templates, moving campaigns from hand-built production to a system sales teams could run; architected and built the ad system's per-placement tracking and analytics counter server.

Meca Communications, San Luis Obispo

Jan 2005 – Jun 2006

Web Developer

- Put live Meca IM presence inside MySpace, which stripped JavaScript and blocked the AIM URL scheme, by designing and shipping a zero-install image badge backed by the messenger's status service.
- Rebuilt mecamessenger.com as the web front end for a white-label social-IM platform, using URL-routed templates and promotion-specific configuration for advertiser-branded deployments including American Idol and other partners.
- Designed Boomerang, an iTunes ratings-sync agent that backed up ratings and synced them across machines; implemented by a colleague from my specs.

SKILLS

Applied AI · AI agents, LLMs, agentic workflows, MCP, tool calling, prompt engineering, evals, guardrails, provenance

Frontend and Design Systems · TypeScript, React, Next.js, Redux, design systems, component libraries, Figma, design tokens, accessibility

Backend · Python, Node.js, Flask, Django, SQLAlchemy, Postgres, SQL, OAuth, payments, billing

Infrastructure · AWS (ECS), Docker, CI/CD, Playwright, Jest, observability (Datadog, Sentry)

EDUCATION

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