

José M. Hernandez

Staff Full-Stack Engineer | AI Products

Morro Bay, CA (remote) · jose.io · info@jose.io · 831-818-5505 · linkedin.com/in/josemiguelhernandez · github.com/jozecuervo

SUMMARY

Ships customer-facing AI products, such as Create Web Ads, used by more than 250 advertisers, across React, TypeScript and Python services. Builds what keeps those products safe to run: evaluated before every merge, a kill switch for when something goes wrong, and an org-wide migration program that kept 26 dependent repositories current. Earlier, built consumer products on web, TV and in-car across social media, advertising and music streaming.

SKILLS

Frontend · TypeScript, JavaScript, React, Next.js, Redux, design systems, component libraries, performance

Design · Figma, design tokens, typography, accessibility, graphic design

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

AI · LLMs, Agentic workflows, harness engineering, MCP, prompt engineering, evals, governance, guardrails

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

Languages · English (native), Spanish (professional working proficiency)

WORK EXPERIENCE

AdRoll (NextRoll), San Francisco · Remote

Jun 2017 – Jul 2026

Staff Software Engineer

Hired as Senior Software Engineer; promoted to Staff.

Customer-Facing AI and Product Work

- Converted Create Web Ads into a templated HTML5 ad builder with AI-generated ad copy and image outpainting, including features developed for an award-winning 2024 Hack Week project. Within roughly six months of launch, more than 250 advertisers were spending on ads made with Create Web Ads.
- Shipped native, Facebook, video and dynamic ad-type support in the ad-creation interfaces: validation, previews and the migration behind the native format change.
- Built the front end of A/B Creative Tests, in beta for managed accounts: the variant builder, routes, a demo page and beta instrumentation. It names a winner only above a 95% probability that one variant is best.
- Integrated an AI insights feature into the ad-review flow giving advertisers a creative-performance read on a finished ad before it goes live, then revised it on design feedback to make that read easier to act on.

Production Debugging and Reliability

- Triaged all 100 unresolved Sentry issues in the ads service into seven tickets, including an N+1 query hitting 309 users at about 3.5 seconds and a label race condition behind more than 11,000 error events, and wrote the fix for the race.
- Led the Core Web Vitals initiative in Front End Core: rolled out Datadog RUM across teams, built dashboards, ran weekly meetings, set LCP and CLS SLAs, and drove SCSS and font-loading fixes to reduce page load times.

AI Systems and Guardrails

- Wrote the persona and guardrails for a Slack-based LLM agent engineers and designers used: PR and dependency tooling, cross-tool integrations for support and engineering workflows, and a design mode that offloaded non-product creative requests and grounded brand and UI answers in the design system's real tokens and components instead of generic output. Also built its AI architecture-documentation skill.
- Using a self-built rapid-prototyping design system, fast-tracked an internal AI media-planning assistant for sales reps from early prototypes: the front end, its tool-calling contract to the backend, prompt engineering and schema validation, delivered human-in-the-loop behind a feature flag for customer interviews.

- Shipped PR authoring for an internal LLM agent, then ten days later added a kill switch, with an ADR weighing four designs, and a risk classification rating it critical-tier under the lethal-trifecta model, plus provenance fields so each agent PR records who requested it and why.
- Recognized potential in a colleague's rough AI prototype that synthesized signals from sales calls, support tickets and engineering backlog. Stabilized it, then, three weeks later, generalized its methodology into reusable classifier skills for the team's shared engineering agent, without needing a dashboard.
- Wrote the eval policy for AdRoll's shared AI-skill repository: each new skill needs a documented invocation, input, output and pass/fail judgment before merge, enforced by a PR-template checklist.

Platform and Design Systems

- Maintained and upgraded the shared React component library that dozens of engineers across 28 React, Python and Docker repositories and two product lines (AdRoll, RollWorks) depended on.
- Adapted a Hack Week dependency inspector into the org's dependency map and codemod platform for those upgrades. Built a developer-tooling MCP server for the platform, later replaced by a shared skill that read its daily S3 feed.
- Built a fact-checker into the design system: evidence kept apart from guidance, pinned source snapshots and graded claims. Used it to run a 43-view Playwright visual-regression gallery across shared tokens and components, so a gap between an AI-assisted prototype and the live system showed up as a picture.
- Joined Front End Core, a cross-team workgroup, as a volunteer in 2017; was handed the torch as its steward the next year; and saw it become a formally titled role from 2019 to 2022. Hosted its recurring roundtables through 2026. Pioneered the org's React 16 and 17 upgrades and its Enzyme-to-RTL testing migration, then modernized CI and governance (ESLint 9, TypeScript config, CODEOWNERS, documentation architecture) across the fleet.

Organizational Migrations and Leadership

- Charted the Creatives team's year-long roadmap across three 2026 company themes, Stabilize, AI-Native, and Supply & Differentiation, with a capacity and LOE analysis for the resulting pitch portfolio. Wrote specs for each system against a shared schema, architected and vetted for AI-assisted implementation.
- Led frontend readiness for the 2025 rebrand: dependency tooling, design-system sync and a theme flag.
- Produced fourteen of NextRoll's nineteen twice-yearly Hack Week cycles through 2026. Placed seven times, including four wins, from 2017 to 2026. In year one, moved the shared component library to React 15 with a Hack Week team. In 2023, built the internal Figma HTML5 Ads Builder plugin, which won the H2 Product Award.
- Led the org-wide React 19 migration, a platform upgrade across 26 repositories: crawled the org's dependencies into upgrade cohorts, generated component-library upgrade PRs for the target repositories, and routed each to its owning team's Jira board under the migration epic, ready to review and deploy. Built an AI-assisted effort-estimation model that corrected an optimistic estimate by about 2 to 4 weeks within days. Hack Week Overall runner-up against 21 projects, with a team of four.
- Mentored summer interns on the Ads and Front End Core teams; one converted to full-time.

React, TypeScript, Python, Flask, SQLAlchemy, AWS ECS, design systems, developer tooling, LLM agents

Pandora, San Francisco

Dec 2015 – Mar 2017

Senior Software Engineer, Consumer Electronics

- Rebuilt Pandora's Chromecast receiver for the March 2017 Pandora Premium on-demand launch: controls the old license never allowed (repeat, shuffle, queue), tested against light and dark album art.
- 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, five for when things go wrong. Driver side June 2016, rider side September 2016.
- Architected and built a device-certification lab in a box: each build cast from an iOS simulator and Android emulator to a real Chromecast over a private router, with checklists as the tests.
- Worked on Pandora integrations for Samsung TVs and Windows 10, plus the shared client and message bus behind Chromecast and Google Home. For Chromecast, the work also included the visible TV UI.

JavaScript, Backbone, SVG, Chromecast

Rdio, San Francisco

Jun 2014 – Dec 2015

Senior Software Engineer

- Managed Rdio's partnership with Roku and built the web-billing integration: account linking through Roku's Partner Account Creation SDK, an inline 30-day trial purchase through its billing API, and the edge cases around both.
- Extended and maintained Rdio's partner OAuth platform (1.0a and 2), the front door developer partners like Shazam came in through, so new partners could plug in faster without breaking the ones already in.
- Profiled the Chromecast receiver boot (first real frame at about 11.6 seconds, about 7.5 of them loading dependency scripts) and proposed unbundling the libraries it did not need.
- Designed Rdio's export page for its December 2015 shutdown (favorites, downloads and playlists as XSPF, plus a station handoff to Pandora), and co-maintained its converter with a back-end colleague.

JavaScript, Backbone, Django

TastemakerX, San Francisco

Mar 2013 – Jun 2014

Senior Software Engineer

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

JavaScript, Backbone, Handlebars, CodeIgniter

Telly (formerly TwitVid), San Francisco

Dec 2011 – Sep 2012

Lead Front-End Engineer

- Saw a complete site redesign through, rebuilding TwitVid's front end into Telly's mid-flight, on the same codebase. Shipped June 13, 2012: a PHP view layer, Mustache templates, History.js pushState.
- Built the signup funnel (Facebook, Twitter, email, five onboarding steps), a bookmarklet the Chrome extension called into, the browser half of event tracking, and the site in Spanish, Korean and Russian.

JavaScript, PHP, Mustache, Bootstrap

EDUCATION

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