



Alejandro García Iglesias

SENIOR PRODUCT ENGINEER

📍 Buenos Aires, Argentina

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Professional Summary

Senior Product Engineer with 19+ years of experience building and evolving web products end to end, combining frontend architecture, full-stack foundations, product thinking, design literacy, and hands-on interface prototyping.

I translate ambiguous business and user needs into practical product and technical solutions, moving between product definition, interface design, implementation, APIs, and system trade-offs.

My strongest work is close to the product: clarifying what to build, shaping the experience, establishing a maintainable technical foundation, and helping teams turn ideas into useful software.

FOCUS AREAS

- End-to-end product engineering
- Product discovery, design, and technical definition
- Frontend architecture and design systems
- Full-stack foundations, APIs, and integrations

Skills

End-to-End Feature Ownership

Product Discovery

Requirements Definition

Figma & Interface Prototyping

Product & UX Design Collaboration

AI-assisted Design-to-Code Workflows

Full-stack Development

Frontend Architecture

System Design

Design Systems

API Design & Integration

PostgreSQL

Data Modeling

React

TypeScript

JavaScript

Node.js

Technical Leadership

Code Quality & Refactoring

Experience

Independent Product R&D & AI Consulting

Apr 2026 – Present

Senior Product Engineer

- Worked directly with Juana Casa's two founding partners and studio team on product discovery, clarifying what to build, and translating those needs into an initial React/Next.js AI assistant with Mastra and RAG; I then implemented specialized agents with Hermes Agent and integrated them with Slack and WhatsApp.
 - The knowledge-access problem identified with Juana Casa led me to start developing an independent AI knowledge-intelligence product for companies, with the studio set to serve as its first real-world implementation; I shaped the product direction and experience while building a reusable layer with source-backed RAG and authenticated MCP access to company data.
 - Built and maintain **Hermes Dreaming**, an open-source Python plugin extending Hermes Agent with scheduled, reviewable memory-consolidation workflows and operational controls.
 - Explored and refined AI-assisted design-to-code workflows across product discovery, interface exploration, prototyping, implementation, testing, and review, using Figma, Pen, and OpenDesign alongside coding agents and agent orchestration, with explicit human verification throughout.
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Rotunda Software

Apr 2022 – Apr 2026

Senior Frontend Engineer · Remote

- Collaborated with backend, design, QA, and marketing to define technical and product solutions, implementing features from Figma designs and proactively identifying UX and implementation improvements.
 - Acted as the main frontend reference across the team, supporting developers in UI-related decisions and implementation.
 - Led the evolution of the internal UI library (ModUI), improving APIs, simplifying styling systems, and increasing consistency.
 - Drove large-scale frontend refactors, including migrations of multiple applications and marketing sites.
 - Built interactive documentation and standardized reusable UI patterns and styling conventions, improving onboarding, consistency, and design-to-development handoff.
 - Worked within a microservices-based architecture using a custom internal frontend framework, implementing Node.js and Express API endpoints to support frontend features.
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BairesDev

Mar 2020 – Mar 2022

Senior Frontend Engineer · Remote

- Worked on Pinterest's Experiments team, implementing and testing React UI variations in the core consumer product to support product experimentation.
 - Developed and owned the UI layer of internal advertising reporting tools, defining their information architecture and data presentation.
 - Expanded into backend responsibilities, learning Go and implementing APIs to deliver features end to end.
 - Collaborated in distributed teams and participated in code reviews and testing.
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Mapme

Nov 2016 – Dec 2019

Senior Frontend Engineer · Remote

- Collaborated closely with the CTO and CEO, translating business needs into practical, user-friendly UI solutions, often without formal designs.
 - Helped evaluate and introduce Vue.js for a full rewrite of a Mapbox GL map-based product, then led the frontend implementation of the redesigned application from scratch.
 - Built a component-based architecture with Vue and Vuex, including reusable UI components designed for maintainability and scalability.
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Deviget

Dec 2013 – Apr 2016

Frontend Developer · Remote

- Worked on a large-scale advertising platform (AppNexus).
 - Built modular UI components using AngularJS with strong testing practices.
 - Contributed to frontend structure improvements and CSS organization.
 - Participated in Style Guide development.
 - Collaborated in distributed cross-functional teams.
 - After AppNexus, built a React-based administration UI for corporate security policies for another client engagement.
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Vulsai

2012 – 2013

Frontend Developer · Buenos Aires, AR

- Primary frontend developer across multiple projects.
 - Introduced modern CSS tooling (Sass, Less, Compass), improving maintainability and structure of styles.
 - Built data visualization interfaces using D3.js.
 - Developed self-contained embeddable widgets.
 - Collaborated closely with design.
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Earlier full-stack experience across four roles building web applications end-to-end with frontend, backend, APIs, databases, and infrastructure.

 See my full experience on LinkedIn: [in/alegarciaiglesias](https://www.linkedin.com/in/alegarciaiglesias)
