

Alejandro Ortiz Corro

Senior Software Engineer · AI-Native Product Development | Mexico

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Dynamic resume: <https://aohys.com/resume>

Selected work: <https://aohys.com/case-studies>

Professional summary

Senior Software Engineer with 9+ years across enterprise systems, startup products, healthcare, commerce, service-business workflows, and public product experiences.

I combine business and stakeholder communication, end-to-end product engineering, backend workflows, architecture, and deep frontend experience in React, TypeScript, Next.js, performance, and accessible UI systems.

AI-native means agents execute across requirements, domain, specs, tickets, implementation, review, QA, and release while I retain human accountability for decisions, quality, and release authority.

Selected Systems

ETERIA

Client event-business product in production with a public landing, lead and WhatsApp paths, proposals, private web operations, Convex, PostHog, and an internal SwiftUI client.

AI-Native Development Practice

Agents across requirements, domain, specs, tickets, implementation, review, QA, preview, and release with human accountability.

Enterprise Product Systems

An internal customer-support and account-recovery operations platform and mission-critical emergency-response software demonstrate stakeholder work, performance, complex workflows, and reliable delivery.

The Barber Central

Service-business SaaS approaching production across booking, customers, staff, inventory, reporting, analytics, and retention.

NutriPlan Digital

Multi-surface clinical SaaS in testing and production preparation with shared backend state and protected workflows.

Casa Roca

Public hospitality experience in production with place storytelling, search-ready pages, responsive media, and direct inquiry paths.

Professional experience

Senior Frontend Developer | Tala Mobile | 2023 - Present

- Coordinate scope, roadmap, workflows, and success with stakeholders and multiple teams for an internal customer-support and account-recovery operations platform while retaining the contractual title Senior Frontend Developer.
- Helped reduce platform loads from approximately 3–5 seconds to under 1 second; contributed to its modern Next.js/Turborepo evolution.
- Deliver escalation, payment-plan, cashback, and other product workflows across frontend, server-side/API work, observability, and backend-oriented paths; expanding into Java.

Founder | AOHYS | 2015 - Present

- Built a continuous independent practice from Excel/VBA automation to Java, React and enterprise work, complete products, and AI-native development.
- Current systems include ETERIA, The Barber Central, NutriPlan Digital, Casa Roca, and AOHYS.

Senior Frontend Developer | Drift | 2022 - 2023

- Built and maintained a video-recording Chrome extension, including browser API and manifest constraints.

Software Engineer | Prenuvo | 2021 - 2022

- Delivered full-stack product features in a small medical-imaging startup team across marketing, sales, and result-presentation surfaces.

Engineer Associate System IT-Development | Datazone/AutoZone | 2020 - 2021

- Worked on the vehicle selector connecting automobile profiles to compatible parts within a large e-commerce platform.

Application Development Senior Analyst | Accenture | 2018 - 2020

- Modernized a decades-old mission-critical emergency-response platform for a large US city using React and Redux.

Senior Software Engineer | NEORIS/CEMEX | 2018

- Contributed to a billing surface within CEMEX GO and grew through a product distributed across many teams.

Technical capabilities

Business & product engineering: Stakeholder communication, Domain workflows, Product architecture, Requirements & specs, Delivery ownership

Front-end systems: Responsive interfaces, React & TypeScript, Component architecture, Performance, Motion & WebGL

Backend workflows & data: Server-side Next.js, API integration, Convex, SQL & PostgreSQL, Java in progress

Cloud & operations: AWS dashboards, Edge delivery, Cloudflare & Vercel operations, Media pipelines, Observability

Quality & delivery: TDD, Browser QA, CI/CD, Release verification, Documentation

AI-native development: Agent orchestration, Domain & spec workflows, TDD, Independent review, Browser QA & release

Education

Bachelor of Engineering, Software Development | UNAD - Open and Distance University of Mexico | 2014 - 2018

Bachelor of Business Administration, Maritime Trade | ITBOCA - Technological Institute of Boca del Rio | 2004 - 2008

Languages

English - Fluent, Spanish - Native