

Joaquin Perez

AI Product Engineer

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SUMMARY

I ship AI products — from protocol-level infrastructure to production interfaces that serve both humans and agents. I architect and ship full-stack applications in TypeScript, React, and Python using AI-assisted development (Claude Code, MCP, Vercel AI SDK) to move from concept to production in the same cycle. My work spans agentic payment systems, open-source developer tooling, and system design where the line between product thinking and engineering does not exist. I am drawn to teams building AI infrastructure, developer tools, or products where systems thinking matters as much as the interface.

EXPERIENCE

Blockboard

Design Engineer (promoted from Technical UX & Support)

New York, NY | Jun 2024 – Present

B2B advertising platform using distributed ledger technology and AI for campaign transparency and efficiency.

- **2025 Digiday Technology Award — Best Programmatic Platform**
- Co-led 10-person cross-functional product team through iterative design and development cycles
- Designed and built BlockVantage — interactive AI demo site and lead-generation tool; 35% demo-to-trial conversion, 60% reduction in LLM API calls via Cloudflare caching, 75% reduction in malicious traffic through Workers-based security layer
- Co-built Finix payment integration using Discovery-Driven Development — zero-PII architecture, PCI-adjacent compliance, AI-augmented prototyping with specialized subagents for payments, security, infrastructure, and debugging
- Reduced design-dev cycle time by 33% through product workflow redesign and living documentation
- Redesigned BlockCONNECT dashboard — reduced pixel-related support tickets by 70% through UX overhaul of core monitoring flows

Hypno Labs

Owner | AI Product Engineer

New York, NY | Jun 2023 – Present

Product studio building for the agentic web — shipping AI products with composable interfaces for humans and machine-readable APIs for autonomous systems.

- **Agent Church** — Built identity and memory infrastructure for AI agents: 54 philosopher-guided formation paths, dual payment protocol (x402 + L402) with 7 autonomous payment completions via Lightning/USDC, A2A protocol with 12 registered skills. Published to npm, Docker Hub, MCP Registry, and ClawHub
- **Rigger** — Open-source (MIT) visual dashboard for Anthropic's Claude Agent SDK. 10-tab configuration surface, real-time SSE streaming with live cost tracking, sandboxed execution. Next.js 16, React 19, TypeScript, PostgreSQL, Docker
- **LoopCraft** — Production MCP client with visual UI builder, implemented on the MCP-UI protocol while the spec was still being drafted (no reference implementations existed). 5 core action types, 3 rendering modes, bidirectional server communication. Next.js 15, Vercel AI SDK, Ollama, Docker Compose
- Published case studies on agent-to-agent payments (x402/L402), agent identity (SOUL.md), and open-source tooling for agent developers

Axiom

Product Designer · Contract

New York, NY | Jul 2023 – May 2024

Product design consulting across early-stage startups in health-tech and consumer verticals. Owned end-to-end design for iOS and SaaS products from discovery through interactive prototyping.

- Delivered wireframes, user flows, and interactive prototypes as product designer for iOS and SaaS products across health-tech and consumer verticals
- Conducted competitive analysis, user research, and usability testing across multiple product design engagements

Encompass Digital Media

Post-Production Engineer & Cloud Support

Stamford, CT | 2021 – 2023

Global media services company handling content preparation and distribution for major broadcast networks.

Managed post-production engineering and cloud infrastructure for high-volume content delivery pipelines.

- Automated transcoding/QC workflows for 200+ media assets/month — 60% reduction in manual processing
- Reduced content delivery failures by 40% through AWS implementation; containerized apps with Docker
- Built internal Airtable tooling used by 25+ team members for real-time asset tracking

Documentary & Television Editor — Freelance

HBO, VICE, A&E, Sony, PBS | New York, NY | 2008 – 2021

- Edited 100+ documentary projects for HBO, VICE, PBS, A&E, and Sony; delivered for audiences of 1M+ viewers
- Managed production timelines across 13 years of freelance work, collaborating with 50+ directors and producers

SKILLS

Languages & Frameworks: TypeScript, JavaScript, Python, React, Next.js, Node.js, Vue, HTML, CSS

AI & Agentic Systems: Claude Code, Model Context Protocol (MCP), MCP-UI, Vercel AI SDK, Ollama, LangChain, Honcho, Local LLMs, A2A Protocol

Infrastructure: Docker, AWS, Cloudflare (Workers, KV, DNS), Vercel, PostgreSQL (Neon), Redis, Supabase, Drizzle ORM, Inngest, REST APIs, Git

Design: Figma, Webflow, Framer, After Effects

EDUCATION

University of Florida — B.S. Telecommunications

Certifications: AI Product Design (ELVTR) · Product Design (Flatiron) · Google Data Analytics · Google Cybersecurity · CompTIA Network+