

Joaquin Perez

AI Design Engineer | Product Technologist

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SUMMARY

I bridge UX and engineering — refined design instincts paired with real technical depth. I prototype in React and TypeScript, ship production interfaces, and use Claude Code as my default development workflow. Storytelling skills and editorial instinct from the entertainment industry shape how I structure experiences and make decisions about what stays and what gets cut. I push for owning the full loop: decide, build, ship, observe, iterate. Fewer handoffs, faster signal.

EXPERIENCE

Blockboard — Technical UX & Support → Design Engineer

New York, NY | Jun 2024 – Present

B2B advertising platform using distributed ledger technology and AI for campaign transparency and efficiency. Winner of the 2025 Digiday Technology Award for Best Programmatic Platform.

- Co-led 10-person cross-functional product team through iterative design and development cycles
- Designed and built BlockVantage — interactive product demo site and lead-generation tool for AI campaign creation
- Co-built Finix payment integration with zero-PII architecture via AI-augmented prototyping
- Reduced design-dev cycle time by 33% through product workflow redesign and living documentation
- Redesigned BlockCONNECT dashboard as product designer — reduced pixel-related support tickets by 70% through UX overhaul of core monitoring flows
- Designed end-to-end product dashboards and reusable frontend components integrated with RESTful APIs

Hypno Labs — Owner | AI Design Engineer

New York, NY | Jun 2023 – Present

Product design and augmentation studio building for the agentic web. Designing product interfaces that serve both humans and software agents — composable UI for teams and machine-readable surfaces for autonomous systems. Building operational backends including automation workflows, knowledge systems, and standardized APIs that agents can navigate, query, and act on.

- **Agent Church** — Identity and persistence platform enabling AI agents to maintain continuity across sessions. Integrated x402 payment protocols and USDC for on-chain agent transactions
- **Rigger** — Full-stack debugging dashboard for Anthropic's Claude Agent SDK. Next.js 16, React 19, TypeScript, PostgreSQL, Docker. Real-time streaming, live cost tracking, sandboxed execution. Open-source (MIT)
- **LoopCraft** — Production-ready MCP client with visual UI builder enabling developers to create interactive AI tool interfaces without code. Next.js 15, Vercel AI SDK, Ollama, Docker Compose
- Published research on agent-to-agent payments (x402/L402), agent identity (SOUL.md), and open-source tooling for agent developers

Product Designer — Contract

New York, NY | Jul – Nov 2023

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

Freelance and contractual post-production and production services for numerous broadcast companies including HBO, VICE, PBS, NBC, Sony, and A&E;, among many others.

- Edited 100+ documentary projects with mastery in emotional pacing and visual structure
 - Delivered projects for audiences of 1M+ viewers (HBO, VICE, PBS)
 - Collaborated with 50+ directors and producers on high-profile productions
 - Mentored 10+ junior editors in narrative structure and pacing
 - Synthesized extensive raw footage into cohesive and engaging narratives, ensuring alignment with messaging
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SKILLS

Design: Figma, Webflow, Framer, Design Systems, Interaction Design, User Research, A/B Testing

Code: React, Next.js, TypeScript, Node.js, Tailwind CSS, GraphQL, shadcn/ui, Zustand

Infra: Docker, Git, AWS, Cloudflare, Supabase, PostgreSQL, Ubuntu

AI Workflow: Claude Code, Ollama, MCP, Vercel AI SDK, Open WebUI

EDUCATION

University of Florida — B.S. Telecommunications

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