

Joaquin Perez

AI Engineer | Product and Design

+1 347-682-0896 | joaquin@hypnolabs.io | New York, NY
jperez.io | github.com/bitbrujo | linkedin.com/in/perezjoaquin

SUMMARY

AI Engineer shipping AI products end-to-end: model evaluation, retrieval, memory, prompt management, observability, and the interfaces around them. Focused on what agents do and what they remember, MCP for the action and memory systems for the identity that persists across sessions. Move fast from concept to production using TypeScript, React, Python, and AI-assisted development (Claude Code, MCP, Vercel AI SDK).

EXPERIENCE

Blockboard

New York, NY | Jun 2024 – Present

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

Design Engineer

- **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 with zero-PII architecture, PCI-adjacent compliance, and AI-augmented prototyping using specialized subagents for payments, security, infrastructure, and debugging

Technical Product UX

- 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
- Designed reusable frontend components integrated with RESTful APIs

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 with 54 philosopher-guided formation paths, dual payment protocol (x402 and L402) with 7 autonomous payment completions via Lightning and USDC, and 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. Built with 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 with no reference implementations available. 5 core action types, 3 rendering modes, bidirectional server communication. Built with Next.js 15, Vercel AI SDK, Ollama, Docker Compose
- Published case studies on agent-to-agent payments (x402 and 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 and 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 and QC workflows for 200+ media assets per month, 60% reduction in manual processing
- Reduced content delivery failures by 40% through AWS implementation; containerized applications with Docker
- Built internal Airtable tooling used by 25+ team members for real-time asset tracking

Documentary and 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

AI and Agentic Systems: Claude Code, Model Context Protocol (MCP), MCP-UI, A2A Protocol, Vercel AI SDK, LangChain, Honcho, Ollama, Local LLMs, x402, L402

Languages: TypeScript, JavaScript, Python, HTML, CSS

Frameworks and Libraries: React, Next.js, Node.js, Vue, Tailwind CSS, Radix UI, Framer Motion, Storybook, Playwright

Infrastructure and Cloud: Docker, AWS, Cloudflare (Workers, KV, DNS), Vercel, Git, REST APIs

Databases: PostgreSQL (Neon), Redis, Supabase, Drizzle ORM, Inngest

Design: Figma, Framer, Webflow, Design Systems, Interaction Design, After Effects

EDUCATION

University of Florida, B.S. Telecommunications

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