

Joaquin Perez

AI Design Engineer | Product Technologist

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SUMMARY

As a designer, I bridge UX and engineering—refined instincts paired with technical depth. Using AI-assisted development, I prototype fast and ship real products: LLM-powered chat interfaces, API integrations, SaaS features, and dev tooling. I push for owning the loop: decide, build, ship, observe, iterate. Fewer handoffs, faster signal. Product isn't a phase—it's the whole cycle.

EXPERIENCE

Blockboard

Technical Product UX & Support

New York, NY | Jun 2024 – Present

SaaS, B2B platform leveraging blockchain technology and AI to ensure transparency, security, and efficiency in the advertising ecosystem.

- Co-led 10+ person cross-functional team through iterative product cycles
- Reduced design-dev cycle time by 33% via integrated workflow redesign and documentation
- Designed end-to-end dashboards and reusable frontend components with RESTful API integration
- Developed and designed BlockVantage interactive demo website and lead generation tool that showcases an AI-powered, campaign creation platform
- Redesigned BlockCONNECT dashboard — reduced pixel-related support tickets by 70% through UX overhaul
- Finix Payment Integration — Designed and co-built payment integration 12 API endpoints with zero-PII architecture, accelerating timeline by 4-6 weeks through AI-augmented prototyping

Hypno Labs

Owner | AI Design Engineer

New York, NY | Jun 2023 – Present

Design and Automation Studio specializing in Agentic Interfaces and Automation Design. We build AI-native interfaces—agent control panels, intelligent dashboards, and debugging tools—plus automation systems for content pipelines and business workflows. Designing intelligent systems where humans and AI collaborate.

LoopCraft — MCP Client & Visual UI Builder for AI Agents

- Architected production-ready MCP (Model Context Protocol) client application with visual UI builder, enabling developers to create interactive AI tool interfaces without code
- Enabling developers to wrap existing MCP servers with custom UIs, auto-generating tool call snippets from FastMCP declarative formats
- Built with Next.js 15 App Router, React 19, TypeScript, MySQL 8.0, Docker Compose, Zustand, Radix UI, Tailwind CSS 4, Vercel AI SDK, `@assistant-ui/react`, and Ollama

Rigger — Claude Agent SDK Testing & Debug Platform

- Architected full-stack debugging platform for Anthropic's Claude Agent SDK, enabling developers to test and monitor AI agent behavior with real-time streaming
- Providing live response rendering and debug metrics

- Engineered Express.js backend with PostgreSQL database integration, schema for conversations, presets, and usage analytics
- Containerized application with Docker Compose orchestration managing PostgreSQL, backend service, and workspace volumes using Next.js 16, React 19, TypeScript, shadcn/ui, and Tailwind CSS 4

Axiom H2

Product Designer

New York, NY | Oct 2023 – Nov 2023

Biohacking app for hydrogen therapy hardware.

- Delivered 10+ wireframes and concepts for iOS app
- Designed user flows for 3 core therapy tracking features for MVP
- Researched 8+ competing biohacking apps for competitive analysis

Product Design Projects (Safe&Sound, Haydn)

Product Designer / UX/UI Designer

New York, NY | Jul 2023 – Sep 2023

- Delivered wireframes, user flows, and interactive prototypes for iOS apps and SaaS products
- Conducted competitive analysis, user research, and usability testing across multiple projects

Encompass Digital Media

Post Production Engineer / Cloud Support

Stamford, CT | 2021 – 2023

- Architected automated workflows for transcoding/QC of 200+ media assets monthly, reducing manual processing by 60%
- Reduced content delivery failures by 40% through AWS implementation; containerized apps with Docker
- Built custom Airtable tools used by 25+ team members for real-time asset tracking

Freelance Editor

Documentary and Television Editor — HBO, VICE, A&E, Sony, PBS

New York, NY | 2008 – 2021

- Edited 100+ documentary projects for audiences of 1M+ viewers; collaborated with 50+ directors/producers
- Mentored 10+ junior editors; mastery in emotional pacing, visual structure, and iterative feedback cycles

SKILLS

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

Front-End: React, Next.js, TypeScript, Tailwind CSS, Node.js, GraphQL, API Integration, ShadCN, Zustand

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

AI/Emerging: Claude Code, Ollama, Open WebUI, Local LLMs, MCP, Vercel AI SDK

EDUCATION

University of Florida — B.S. in Telecommunications

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