

Current role	Growth Engineer at Vidext and Founder at Imagibo
Experience	Artificial Intelligence, Productivity, Learning, Video, B2C, Education, Design, Printing, eCommerce, B2B, Marketing, Comm...
Technologies	AWS, Go, Ruby, JIRA, REST API, SQL, Docker, JavaScript, Sidekiq, Ruby on Rails, React, HTML, Node.js, C++

I want to work for a company that...

Starts with user problems, not features. My technical background helps me move fast, find clarity in complexity, and ship simple, meaningful solutions.

Work experience

Growth Engineer, **Vidext**

Jan 2026 - Present

AI learning platform

Artificial Intelligence · Productivity · Learning · Video

- Early-stage product definition and development initiatives
- Optimized creation of product documentation and enhanced public-facing platforms including the website, emphasizing performance and AEO
- Implemented AI tools to automate marketing operations

Founder, **Imagibo**

Aug 2025 - Present

AI-powered platform for personalised children's books

B2C · Artificial Intelligence · Education · Design · Learning · Printing · eCommerce

- Founded and built Imagibo end-to-end: vision, research, UX, development, launch and iterations.
- Designed and implemented the full user journey and personalisation experience, converting early adopters into paying customers.
- Defined roadmap, gathered user feedback, improved flows, and managed operations, fulfilment, and customer support.
- Modern platform built with AI integration. LLM workflows, image generation pipelines, and external printing integration.

Team Lead, **Bird**

Jan 2023 - Jun 2025 (2y 5m)

AI-powered automation platform for any business workflow.

B2B · Artificial Intelligence · Marketing · Communication · Customer service · API · Telecommunications · Automation

AWS Go Ruby JIRA REST API

- Led cross-functional squads shipping automation features that simplified operations for B2B customers and reduced manual workloads across channels.
- Collaborated closely with Product & UX in discovery cycles, structuring problem statements, reducing scope, and defining MVP boundaries.
- Prioritised engineering work based on business impact, customer insights, and operational constraints.
- Supported product direction by translating complex system behaviour into clear trade-offs for stakeholders.
- Led performance cycles, regular 1:1s, and mentoring initiatives, fostering engagement and a culture of ownership and continuous improvement.
- Designed and implemented scalable APIs in Go, using gRPC and microservice architectures to support new product functionality.

Senior Software Engineer, **SparkPost**

Jul 2021 - Apr 2023 (1y 9m)

SparkPost is the world's largest commercial email sender.

B2B · Enterprise · Marketing · Communication

SQL AWS Docker JavaScript Sidekiq Ruby Ruby on Rails

- Built enterprise features that helped close one of the company's largest customers.
- Worked closely with users, Product and UX to refine requirements, validate assumptions, and ship improvements continuously.
- Connected and shipped +6 external integrations that unlocked new use cases and revenue opportunities.
- Full-stack development, legacy code refactoring, live editing features for content creation, CI pipelines, and scalable architecture.

Software Engineer, Taxi for Email

Aug 2019 - Aug 2021 (2y)

Taxi for Email is an email marketers productivity platform.

Marketing · Content · Communication

SQL AWS Ruby Ruby on Rails

- Worked end-to-end across architecture, development, and user-facing features in a lean startup environment. Full-stack development.
- Spoke directly with customers to understand needs and influence product improvements.
- Helped scale a bootstrapped product used by marketing teams worldwide, balancing speed with reliability.

Co-Founder, Maqro App

Feb 2019 - Jul 2019 (5m)

We allow brands to create engaging sports visuals.

Marketing · Design · eSports · Data Integration · Sports

React HTML Node.js

- Defined product vision, roadmap, and prototype direction.
- Conducted user interviews with creators and sports fans, refining use cases.
- Shipped MVP in under a week, securing a £25k seed investment.

Developer & Project Manager, Makers UPV

Feb 2017 - Jul 2018 (1y 5m)

Student organization based on the maker culture

Education · Science

C++

- Led hardware/software open-source projects and standardized design guidelines across the organisation.

Education

Universitat Politècnica de València (UPV)

Engineer's degree (2:1) Telecommunications Engineering, Sound and Image

- Bachelor's Thesis with Honours.
- Advanced problem-solving and numeracy skills.
- Ability to handle, analyze and interpret complex data.
- Proficiency in systems that are used to encode, transmit, receive, and process information in any format.
- Foundations of programming, electronics, and computer science.

UOC

Jan 2025 - Present (1y 5m)

Master's Degree Interaction Design and UX

- User-centred research and experience design.
- Interaction design, prototyping, and usability testing.
- UX strategy and product thinking.
- Information architecture and interface design.
- Team collaboration and project leadership in digital environments.

More about me

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Interests

Outdoor sports in general, specifically gravel cycling and adventure riding. I am also a music lover, been playing the guitar for years and keen on composition.

At work I'm best at...

an environment that fosters collaboration and clear goals, where I can apply my technical skills to drive impactful solutions.

Languages

English, Spanish