

Ariel Santiago Villarreal Gutierrez

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Tech Lead and AI Engineer with 10+ years of experience building and scaling products internationally. I currently lead the platform of Arturito, a SaaS running 170+ AI agents in production: evals, model migrations, AWS infrastructure and mobile apps. I was part of Pulppo's expansion to 3 countries and, as a technical founder, built products that reached 20,000+ organic users.

PROFESSIONAL EXPERIENCE

Arturito (Genloyal)

Buenos Aires, Argentina (remote)

Systems Lead / Tech Lead

March 2026 – Present

- Took over and lead end to end the platform of WhatsApp AI sales agents for real-estate brokerages in LATAM: web builder, agents backend, mobile app, shared packages and infrastructure (~8,900 commits across 11 repositories).
- Run 170+ AI agents in production, with 144k+ leads and ~470k agent runs per month.
- Built an eval harness with canary and A/B testing to migrate the fleet's model: **42-53% lower cost per conversation** with equal or better conversion (37.2% vs 34.2%).
- Designed a self-healing loop: negative feedback → diagnosis → rule patch → simulation → verification.
- Migrated all infrastructure from DigitalOcean/GCP to AWS with Terraform in ~3 weeks: **~US\$1.1k/month saved** and Redis latency from 39 ms to 2 ms; added CloudTrail, GuardDuty and WAF.
- Shipped the React Native/Expo app to the App Store and Google Play with automated releases and in-app purchases; built the WhatsApp/Twilio voice agent.

Tech stack: TypeScript, Next.js, tRPC, Fastify, LangGraph, MongoDB, AWS (ECS, RDS), Terraform, React Native/Expo

Pulppo

Mexico City, Mexico

Senior Full-Stack Developer

April 2022 – February 2026

- Built the real-estate CRM that manages listings across 10+ portals simultaneously.
- Part of the international expansion to 3 countries (Mexico, Colombia, Argentina), adapting the architecture to each market.
- Increased team productivity by 300% through strategic adoption of tooling and AI.
- Architected and implemented the complete real-estate operations management system.
- Built part of the Meta ecosystem integration (WhatsApp Business API, Facebook Ads, Marketing Flows).
- Designed and published internal libraries used in 30+ repositories; speaker at real-estate conferences.

Tech stack: React, Node.js, TypeScript, MongoDB, Google Cloud, Docker, Kubernetes, GitLab CI/CD

Utopicx

Buenos Aires, Argentina

Founder & CTO

July 2022 – May 2025

- Founded and led a 3-person team building technology products.
- Built a mobile app with 20,000+ organic downloads and Instagram filters used hundreds of thousands of times.
- Architected a B2B AI voice generation and replacement platform for the music industry (Hexagramia), with Python AI servers and Hugging Face models.

Tech stack: Python, Stable Diffusion, Voice Conversion AI, Hugging Face, Stripe

Serempre

Bogotá, Colombia

Senior Frontend Developer

January 2022 – March 2022

- Took a frontend from zero to production in record time, with complex animations for a multinational beverage client; mentored parallel teams.

Tech stack: Drupal, JavaScript, Vue.js, CSS/JS animations

Freelance Projects

Latin America

Full-Stack

2020 – 2022

- **Shopify app** for e-commerce, **Panama fintech** (loan requests and digital wallet) and a **streaming platform** for a Twitch streamer.

Tech stack: Next.js, React, Node.js, PostgreSQL, AWS

Walow

Backend Developer · June 2021 – December 2021

- Designed the backend architecture from scratch and the authentication and authorization system (NestJS, PostgreSQL, JWT).

Universidad Tecnológica Nacional

Full-Stack Developer .NET · February 2021 – May 2021

- Improved Core Web Vitals of institutional portals by 40% and built a dynamic forms system (Vue.js, .NET Core, SQL Server).

Ramón Chozas SA

Full-Stack Developer & Innovation Lead · January 2019 – February 2021

- Led the digital transformation of a 100+ year-old company, migrating large parts of the system from PowerBuilder to JavaScript, and managed projects for banks and large enterprises.

PERSONAL PROJECTS (2025 – 2026)

- **Hexagramia v2:** official AI voices for independent artists, relaunched with billing (closed beta).
- **TalkIA:** AI English teacher in a pixel-art café, with characters and custom scenes.
- **Mota Comix** (motacomix.com) and **Cabiriart** (cabiriart.com): e-commerce with Next.js, Sanity, Supabase, Mercado Pago, PayPal and MercadoLibre.
- **Charly García VR** (Unity, in progress) and **Defensa de Tenochtitlan** (Phaser, in progress): interactive experiences and games.

EDUCATION

Universidad Internacional de La Rioja (UNIR)

May 2025 – Present

Bachelor's in Computer Systems Engineering

Universidad Tecnológica Nacional

February 2017 – December 2019

Associate Degree in Systems Programming (incomplete)

ADDITIONAL SKILLS

- **AI:** agents in production, LangGraph, evals, model migrations (OpenAI, Gemini), Hugging Face, Stable Diffusion
- **Technologies:** TypeScript, React, Next.js, Node.js, NestJS, Python, React Native, MongoDB, PostgreSQL
- **Infrastructure:** AWS, Terraform, Docker, Kubernetes, GCP, CI/CD
- **Leadership:** team management, technical mentoring, tech talks and web development instructor
- **Languages:** Spanish (native), English (B1)