

# Juan Pisanu

## Design Engineer & Agentic Automation Architect

Córdoba, Argentina Remote · US Eastern overlap byjuan.dev jpisanu@gmail.com English C1 · Spanish native

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I'm a design engineer and agentic automation architect with 25 years designing and building for the web, from the interface a person touches to the systems underneath. I started in industrial and brand design, taught myself to build because I couldn't stand good design let down by weak execution, and grew from the first in-house developer at a US company into its Director of Technology. I've been shipping my own products since before the internet was everywhere, always chasing the same thing: turning ideas into something real. Today I build AI-native products end to end, directing agents while keeping the architecture, the judgment, and the quality bar my own.

### WHAT I DO

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#### Design

Industrial and brand design is where I come from, and it still anchors everything I make. I care as much about how a product looks and feels as about whether the system underneath is sound. Design thinking first.

UI/UX · Visual & Brand · Interaction · Design Systems · Figma · Prototyping · Product Design

#### AI & Agentic Systems

I build AI-natively: I direct coding agents and own the architecture, guardrails, evaluation and quality. I design both agentic and conventional systems, moving at the speed of a team while keeping the judgment my own.

Agent Architecture · Orchestration · Guardrails · Evals & Observability · Claude Code · LLM APIs · RAG

#### Engineering

I build across the whole stack, front-end where the craft shows and back-end where the system holds. I learned to code to protect the design, and I've shipped production software for years.

React · Next.js · TypeScript · Node · Postgres · REST APIs · Tailwind · Vercel · HTML/CSS/JS

#### Leadership

I set technical and product direction, built and led teams of designers and developers, defined hiring standards and mentored across levels. My method: detect the problem before it becomes unsolvable, and act early.

Technical Direction · Team Leadership · Mentoring · Roadmapping · Hiring · Agile · Delivery Management

### EXPERIENCE

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#### Founder · Product Engineer & Designer

2025 – Present

Independent · Córdoba, Argentina (Remote)

Design and build AI-native products end to end, from concept and interface to front-end, back-end and the agentic layer. Products include The Hallucination Herald (an autonomous news product run by ~30 orchestrated AI agents, which earned organic press in Spain and Argentina), Pinable and StayBoard (SaaS products designed and built entirely by me), and PlugHopper (an SEO-driven product Google now recognizes as a brand).

#### Director of Technology

2022 – 2025

US-based company (Remote, US Eastern)

Owned end-to-end product delivery for a portfolio of 200+ production sites and 20+ custom web applications for a global client base. Led per-project product pods of up to 8 people across engineering, design and product; set technical and product direction; mentored the team and partnered with leadership on hiring and investment decisions.

## Director of Digital Development

2017 – 2022

US-based company (Remote, US Eastern)

Central to a stage where the company multiplied its team and client base by more than ten, with digital strategy as a primary growth driver. Cut delivery cycle time roughly 10x with a modular, build-once-ship-many architecture. Led the platform migration to React, Next.js and Vue without disrupting client delivery.

## Founding In-House Developer, then Designer

2012 – 2017

US-based company (Remote)

Joined as a designer, identified the outsourced model as the root of delivery problems, proved a standardized modular platform, and became the company's first in-house developer, owning production end to end.

## Front-End & Design Consultant

2015 – 2020

DevGurus (acquired by DMI, then Encora) · Remote

Advised on design systems and front-end delivery for enterprise stores on CommerceTools, raising visual quality and consistency.

## Designer & Brand Director

2002 – 2012

Agencies and studios · Argentina and Spain

A decade of design across visual identity, UI/UX and brand strategy, including Brand Director at SYS S.A. and founder of 518Studio. Where my design foundation was built.

## EDUCATION

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Product & Industrial Design — Universidad Nacional de Córdoba, Argentina.

Product Design Scholarship — Escola Massana, Barcelona, Spain.

Member of the Anthropic Partner Program. Engineering is self-taught, built by shipping products and leading teams.