Jorge Zozaya

Full Stack Engineer | AI & ML Systems | Eccentric Technologist

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RÉSUMÉ

Lead Full Stack Developer with 10+ years of experience building customer-facing web platforms, brand-safe AI agents, and ML-driven products. Since 2020 I have worked as an independent consultant to the advertising industry, delivering conversational AI and full-stack campaign platforms for global consumer brands through long-term retainers — including one running continuously since 2021. Earlier, at 45RPM, I led the frontend team for international clients, mentoring engineers and setting code standards. I also run Dynamic Peace App, my own studio, where I learn emerging tech hands-on — from real-time pose estimation to GTM data pipelines.

EXPÉRIENCE PROFESSIONNELLE

Advertising Industry Consulting — Consultant

Jul 2020 – Present
Remote, North America

Lead Full Stack / ML Consultant

Jul 2020 – Present

Independent consulting for the advertising industry: long-term engagements (2–6 year retainers) delivering brand-safe conversational AI agents, ML web apps, and full-stack platform architecture for global consumer brands, delivered through agency relationships.

- Maintain an ongoing multi-service platform engagement (algorithms, backend, AI) for one of Mexico's leading advertising groups since 2021.
- Shipped the IKEA campaign AI video activation with Montalvo Wire: customer photo animates inside a Kallax shelf, with the whole composite rendered by a single Cloudinary transformation URL — no ffmpeg, no render farm.
- Built Nike World Cup WhatsApp Chatbot: engineered a 7-state finite state machine with server-enforced guardrails across 5 persona revisions surviving strict legal audits.
- Developed Magnum Mini receipt-scanning OCR web app for Unilever, processing tickets into promotional rewards.
- Shipped Rexona World Cup 2022 computer vision interactive fan experience.
- Engineered headless ecommerce storefront for Moleskine Mexico (Shopify + Sanity CMS).

LIVRABLES CLÉS ET ÉTUDES DE CAS

Montalvo Wire

· Since 2021 · Ongoing

Ongoing retainer: technology engine and platform architecture for one of Mexico's leading advertising groups.

Tech: Algos, UX/UI, Backend, AI
linkedin.com/company/montalvo-wire

IKEA Kallax AI Video Pipeline

AI video-compositing pipeline for an IKEA campaign (built with Montalvo Wire): a customer photo animates inside a Kallax shelf, and the entire edit lives in a single Cloudinary transformation URL.

Tech: FastAPI, Cloudinary, LLM, Replicate, Supabase

yozozaya.vercel.app/blog/ikea-kallax-2025

Nike World Cup Chatbot

Brand-safe LLM chatbot on WhatsApp, built through 5 persona revisions on a 7-state machine with server-enforced guardrails.

Tech: LLM, WhatsApp, Twilio, Python, Supabase, State Machines

yozozaya.vercel.app/blog/soccer-agent-2026

Magnum Mini OCR

Receipt-scanning OCR web app for Unilever that turns tickets into rewards.

Tech: OCR, Computer Vision, Next.js

yozozaya.vercel.app/blog/gana-en-grande-con-magnum-mini

Rexona World Cup 2022

ML fan experience that brought Mexico closer to the game.

Tech: Computer Vision, ML, Next.js

yozozaya.vercel.app/blog/reto-rexona

Moleskine Headless Ecommerce

Headless storefront for Moleskine MX — live at moleskine.com.mx.

Tech: Shopify, Headless, Sanity CMS

yozozaya.vercel.app/blog/moleskine-shopify

45RPM

Aug 2016 – Jul 2019

Mexico / Remote

Lead Frontend Developer Aug 2016 – Jul 2019

Led frontend development team building digital products for international clients.

- Spearheaded frontend architecture, responsive systems, and reusable component libraries.
- Ensured code quality, performance optimization, and mentored junior and mid-level engineers.
- Partnered with product managers and designers to deliver high-converting web applications.

Mirum (part of WPP)

Sep 2013 – Sep 2015

Mexico City, Mexico

Frontend Developer Sep 2013 – Sep 2015

Engineered interactive digital experiences and web campaign apps for major agency clients.

- Built a friend-matching system inside a Facebook Tab: a compatibility algorithm on top of the Facebook Graph API ranked each user's 10 most compatible opposite-sex friends to match based on their likes and interactions.
- Built rich interactive web applications for high-profile client brand campaigns.
- Ensured cross-browser compatibility, responsive styling, and fluid web animations.

JWT Mexico (J. Walter Thompson)

2012 – 2013

Mexico City, Mexico

Backend Developer

2012 – 2013

Engineered backend services, databases, and API integrations for digital marketing campaigns.

- Collaborated closely with HSBC executives to implement a promotion-based website and financial calculators for the bank's in-branch facilities.
- Designed a recursive algorithm for the Ciel (Coca-Cola) Chrome extension that turned users' spam email into compost feeding a vertical garden at the largest amusement park in Mexico.
- Developed secure backend services for high-traffic promotional web applications.
- Designed RESTful API endpoints and managed relational database schemas.

COMPÉTENCES ET APTITUDES CLÉS

AI, ML & Agentic Systems: Brand-Safe LLM Agents, Finite State Machines (FSM), Computer Vision / MoveNet / OCR, Python / FastAPI, Supabase / pgvector, Prompt Engineering, Guardrails & LLM Evaluation, Agent Tool Integration & Provider Abstraction

Frontend & Web Architecture: React.js / Next.js, TypeScript / JavaScript, Tailwind CSS, Headless CMS (Sanity), Shopify Storefront API, Responsive UI / UX Architecture

Backend & Platform Integration: Clay Outbound Automation, RevOps Data Pipelines, Twilio / WhatsApp API, REST APIs / Node.js / API-First, Event-Driven / Webhook Integration, Git / CI/CD, Cloudinary / Media Workflows