

Diego Ocano

AI-native Senior Product Engineer · TypeScript, Laravel, Go, AWS

ocanodiego.com · hello@ocanodiego.com

SUMMARY

Senior product engineer with 10 years as an independent contractor for startups and companies in the USA, Europe and Australia. I build systems from the ground up, scale them, and stay to keep them running. I care about design and UX as much as the code. Claude Code and coding agents running in the cloud are part of how I ship every day.

SKILLS

AI	Claude Code, Codex, Cursor, Conductor
Languages	TypeScript, PHP, Go, Python, Swift
Backend	Node.js / NestJS, Laravel, Socket.io, queue workers, REST APIs
Frontend	React / Next.js, Vue / Nuxt, Chrome extensions (WXT)
Mobile	React Native / Expo, SwiftUI
Cloud	AWS (Lambda, SQS), Serverless, Terraform, Docker, Linux, GitHub Actions
Data	PostgreSQL, MySQL, Supabase, Snowflake, Elasticsearch

EXPERIENCE

Independent Software Engineer

2016 - present

CLIENTS

Senior Product Engineer, Rocksalt.ai 2024 - 2026
San Francisco, remote

- Owned the Chrome extensions (WXT), the core of the product: they capture the LinkedIn, Reddit and Slack activity that powers every recommendation the platform makes.
- Built the background workflows that keep recommendations and content flowing (SQS, scheduled jobs on AWS Lambda), plus the SMS and AI chat bots users talk to.
- Worked directly with the founders as one of 5 engineers, and helped reshape how the team developed and shipped.
- $3.4M funded startup automating personal brand building for founders.
- TypeScript end to end on AWS serverless (Lambda).

Senior Product Engineer, T2 / Pebble 2022 - 2023
San Francisco, remote

- Took the platform from zero to a live social network: designed and wrote the entire Go backend solo, including a custom queue worker system, and bootstrapped the Nuxt frontend.
- Flat team of 4 software engineers and 1 product engineer, including staff engineers from Google and Discord. Everyone reviewed each other's code and led the areas they knew best; as the most experienced engineer on our open source stack, I led many of the technical decisions.
- Kept the platform running as it grew: helped deploy, maintain and scale the AWS infrastructure and acted as Site Reliability Engineer (SRE).
- $1.2M funded Twitter alternative: 20K+ registered users, 9K MAU and 3K DAU at peak.

Senior Product Engineer, Mike's Bikes 2020 - present
San Francisco Bay Area, remote

- Bikebuilder: replaced a paper and spreadsheet process with the shop floor platform 58 technicians use to log every build, repair and warranty job. 128K+ builds and 54K+ hours of work logged since 2020 across 16 workstations. Tracks time, parts and productivity points and prints tags and invoices. Laravel, Nova, Vue, MySQL, AWS.
- Long-term product and engineering partner for one of America's largest specialty bike retailers (18 stores across the Bay Area and Colorado), building the internal tools their shops run on.
- Bike Allocation: helps the team decide which bikes go to which store. A Python and Snowflake engine ranks stores by sales history and allocates inventory, with a Laravel Nova admin on top.
- Also built the price tag printing app their stores use and an ETL configuration tool for their Snowflake data pipeline.

Principal Engineer, Havona, in partnership with Colabspace 2019 - 2022
Australia and Singapore, remote

- Led architecture decisions and a team of 6 engineers, and did code QA for both frontend and backend.
- Helped shape a web and mobile social network for Australia and Europe, working closely with a senior product team including designers from Apple.
- Serverless Framework, AWS, Vue and Flutter.

Full-Stack Engineer, Art and culture clients 2018 - present
Galleries, artists and photographers

- Mai 36 Galerie, Zurich: international contemporary art gallery. Since 2020 I ship the website and CMS features the team uses to present their artists and exhibitions, and keep their systems maintained.
- Oscar Akermo, New York: one of the pioneers of micro realism tattooing. I helped build and automate the appointment and inquiry funnels that turn site visitors into booked clients and route requests to his studio.
- Also: Where Y'Art Works / LinkingArts (New Orleans artist marketplace), Sarah Charlesworth, Cheri Ben-Iesau, Guatephoto.

Other clients

Modpart, California (Elasticsearch, Laravel and Vue.js app) · Synapse Tech, Cambridge UK (lead developer on a system built from scratch) · Sporta Gym, Guatemala City (public and internal web systems)

BEFORE TECH

Team Leader and Supervisor, Telus International 2014 - 2016
Guatemala City, Guatemala

- Led customer operations teams of 14 to 16 people with full performance management responsibility, before moving into software in 2016.
- Started as a customer service representative, moved into a trainer and mentor role, and was promoted to supervisor.

EDUCATION

Mariano Galvez University, Systems Engineering coursework 2014 - 2016