

Luis Alberto Cruz

Platform Architect · Principal Engineer

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Summary

Platform architect with **13+ years** building the data and AI systems that take growth-stage companies **from "it works" to "it scales"**.

Built five production platforms from scratch with a four-person team, cut AWS costs by ~80%, migrated millions of financial records with zero data loss, and shipped LLM and machine learning pipelines that turned two weeks of expert review into days.

Impact

Content intelligence in production (Idilio TV)

Two orchestrated **multi-agent LLM** pipelines that score scripts against real audience data. Editorial review went from two weeks to days. The product grew from 100K to 1M users during my tenure.

Five platforms, four people (Casa Bravo)

CRM, ERP, listings, and two portals built 0 to 1 over four years, with AWS costs down ~80% and delivery cycles cut from months to days.

One source of truth for a 60-person org (TrueHome)

The integration core that synchronized every platform around NetSuite ERP, leading through tech leads. Hired 10 engineers, approved 20 contractors.

Skills & Certificates

Data platforms:

PostgreSQL, pgvector, Snowflake, ETL/ELT, dbt, Airflow, data governance, product analytics, LTV modeling

Engineering:

Python, Django, FastAPI, SQL, PySpark, React, Node.js microservices, agentic development workflows (Cursor, Claude Code, Codex)

Certificates:

AWS Cloud Practitioner (2025–2028)

AI / LLM systems

LLM APIs (OpenAI, Gemini), RAG, embeddings pipelines, multi-agent orchestration, prompt/feature versioning, semantic caching, evaluation with human in the loop, LangGraph, machine learning pipelines

Cloud & infrastructure:

AWS (Lambda, ECS, EC2, RDS, VPC), GCP, Terraform, Pulumi, serverless architectures, CI/CD, FinOps / cost optimization, security hardening (WAF, least-privilege)

Professional Experience

Self-employed

Platform Architect (Independent)

Independent platform architecture and AI engineering for startups and small businesses.

- Shipped in five months: three client platforms built from 0 to 1, two e-commerce builds, and a production database migration. Design, architecture, and code.

- Built and maintained Tequio , an open-source production-shaped chatbot starter: **multi-tenant RAG, tool calling, semantic caching, guardrails, and CI**. Published a technical article series on production AI architecture.

Idilio TV

Head of Data & AI

Streaming platform right after launch, almost no metrics in place. Three-month, budget-scoped engagement to build the data and AI foundation. Everything shipped.

03/2026 – Present

Remote

11/2025 – 02/2026

Remote

- Built the metrics foundation from near zero: dashboards, a series-success framework, LTV definition, and pricing experiments. The platform grew from **~100K to ~1M users** during my tenure; my instrumentation measured and guided that growth with the growth team.

- Designed and shipped DAI, a content-intelligence system: two orchestrated multi-agent machine learning pipelines combining embeddings, versioned features, and LLM analysis. One pipeline learns from produced scripts, subtitles, and real audience behavior; the other scores new scripts against that knowledge and hands editors a data-grounded report. Expert review went from two weeks to days. AI advises, editors decide.

- Model selection by cost, latency, and quality; versioned prompts and features; human review in the loop.

Python, AWS Lambda, n8n, Gemini, OpenAI, pgvector, Snowflake, SQL

Casa Bravo

Principal Engineer / CTO

Rent-to-own housing scale-up. Owned technology end-to-end: architecture, budget, hiring, and roadmap. Reported to the CEO; sat in investor and IFC meetings.

- Built five production platforms from scratch with a team of four, later two: CRM with automated risk profiling, property and client lifecycle ERP, listings with a landing generator, partner portal, and customer portal.

- **Cut AWS costs ~80%** through architecture: Terraform, VPC and routing redesign, EC2 right-sizing, and low-demand services moved to Lambda, and RDS re-scaling.

- Introduced agentic **engineering workflows** org-wide. A Django migration estimated at 3 to 4 weeks shipped to production in 3 days; the tooling was adopted as the team standard. Delivery cycles went from months to days.

- Defended the platform through three real attack waves, including an orchestrated DDoS and an API/DB intrusion attempt: WAF, Cloudflare, network redesign, least-privilege access, and self-audit. Zero downtime on the third attempt.

Python, Django, AWS, Terraform, PostgreSQL, Angular

12/2021 – 11/2025
Mexico City (Hybrid)

Credijusto (now Covalto)

Senior Data Engineer

Fintech lending. Core team on the AWS to GCP migration of the company's financial data infrastructure: millions of invoices spanning 8+ years of enterprise billing history, zero data loss, under regulatory constraints.

- Infrastructure as code with Pulumi. ETL performance improved ~20% through query optimization and pipeline redesign.

- Data governance for analytics and risk-modeling workloads downstream.

05/2021 – 12/2021
Mexico City

TrueHome (acquired by Loft)

Principal Engineer

Real-estate scale-up whose platforms didn't talk to each other. Built the integration core that synchronized every system around one source of truth, the NetSuite ERP.

- Hired as Tech Lead, promoted to Principal Engineer within months. **Led through tech leads: 40 in-house engineers plus 20 external contractors.** Hired 10 directly.

- Owned architecture, infrastructure (Terraform: production, staging, and on-demand environments), documentation, and mentoring. Introduced PRD/TRD-driven development when SCRUM alone wasn't enough.

09/2019 – 05/2021
Mexico City

Earlier Career

Tech Lead at Sin Tráfico (Dat's Why): big-data pipelines with PySpark and AWS Glue over urban-mobility datasets. Back-End Lead at GetIn: retail analytics, including custom modem-firmware work to measure in-store foot traffic. Earlier roles across mobile, e-commerce, and geospatial systems (PostGIS).

2012 – 2019
Mexico City

Education

Computer Science
UNAM (Facultad de Ciencias)
Mexico City

Languages

Spanish - Native
English - Professional working proficiency