Angel Baez

Applied AI Engineer, co-founder of Prepa IN and Recupera

a@baezor.io | +52 998 346 5191 | Cancun, MX | angel-baez.com
linkedin.com/in/angelromerobaez | github.com/baezor | x.com/baezor

Applied AI Engineer, co-founder of Prepa IN and Recupera, with 12+ years building production web applications, AI agents for growth (SEO, AI visibility and RevOps), internal workflows, and full-stack systems. Scaled platforms to 20,000+ users and led software architecture, cloud infrastructure, DevOps, and cross-functional delivery that shortened release cycles, improved quality, and expanded team capability.

Experience

Co-founder, Recupera

Jun 2026 – Present

Bootstrapped team building an app that helps salaried employees in Mexico recover their tax refund from the SAT. Accepted into AWS Activate in August 2026.

Founding Engineer & Co-founder, Prepa IN

Dec 2019 – Present

Co-founded and led engineering for an education platform enabling adults in Mexico to complete high school in under four months.

- Built and launched the company's MVP from the ground up, validating product-market fit and helping secure the company's first seed investment.
- Architected and scaled the learning platform to support 20,000+ active students, leading major platform evolution, performance optimization, and infrastructure decisions.
- Owned engineering end-to-end, defining system architecture, delivering product features, and building the infrastructure and developer workflows that enabled rapid iteration.

Senior Web & Agentic Engineer, HUSL Digital

Aug 2018 – Present

Lead full-stack delivery and agentic engineering systems across concurrent client engagements.

- Reduced end-to-end development and QA time for standard builds from roughly 50 hours to 8, an 84% improvement, through AI-first workflows while continuing to meet requirements, review standards, and deadlines.
- Built reusable Claude skills and internal AI workflows adopted by other developers, extending faster and more consistent delivery across the team.
- Architected a modular WordPress boilerplate with automated testing, cutting development time by 25% and reducing bug rates by 37% across 15+ client engagements.
- Delivered 20+ production plugins and custom platforms using PHP, TypeScript, Node.js, and WordPress, supporting systems with 99.5% uptime.
- Owned multiple client engagements from architecture through deployment and earned promotion to Senior Developer for sustained performance and reliability.

Semi-Senior Web Developer, KTBO (acquired by Globant)

Feb 2017 – Aug 2018

Front-end engineering for Fortune 500 brand campaigns and internal platforms.

- Led front-end development of a Coca-Cola World Cup chatbot that processed 2M+ user interactions and exceeded campaign engagement targets by 35%.
- Delivered high-performance sites and landing pages for Starbucks, Grupo Bimbo, and Mattel on Vue.js, Drupal, WordPress, and Laravel with 3-second load times and 99.5% uptime.
- Promoted to Semi-Senior in 6 months after leading two high-visibility client projects.

Junior Web Developer, TERAN TBWA

Nov 2013 – Feb 2017

Web development for major brand digital properties and seasonal platforms.

- Built a lightweight seasonal e-commerce platform on the Google Sheets API and Angular.js with real-time inventory, cutting client implementation costs by 90% while holding 99.9% uptime through peak holiday traffic.
- Developed and optimized websites for Nissan, McDonald's, BBVA Bancomer, and Volaris serving millions of monthly users.
- Accelerated from trainee to Junior Developer in 3 months by consistently over-delivering on project timelines.

Projects

GDG IPN (Instituto Politécnico Nacional, Mexico City)

Community Leader

Founded and managed GDG IPN (Instituto Politécnico Nacional, Mexico City), growing it into one of the largest developer communities in Mexico.

Education

Universidad Nacional Autonoma de Mexico

Economics, Coursework toward B.S. — 2014 – 2016

Instituto Politecnico Nacional

Electrical Engineering, Coursework toward B.S. — 2012 – 2014

Instituto Politecnico Nacional

Telecommunications and Electronics, High School Technician — 2009 – 2012

Skills

Languages: JavaScript, TypeScript, Python, PHP, Bash
Frameworks & Libraries: React, Next.js, Gatsby, Astro, Node.js, WordPress, Redux, Three.js
AI & Machine Learning: LLMs, AI Agents, Agentic Workflows, RAG, TensorFlow
Cloud & DevOps: AWS, Google Cloud Platform, Cloudflare, Docker, Linux, Git

Certifications

- Introduction to subagents — Anthropic — Apr 2026
- Managing Social and Human Capital — The Wharton School — Jul 2025
- Marketing — The Wharton School — Jun 2025
- Agentic AI: Building Data-First AI Agents — LinkedIn — May 2025
- Model Context Protocol (MCP): Hands-On with Agentic AI — LinkedIn — May 2025
- API Gateway Skill Badge — Google — May 2025
- React Native, v3 — Master.dev (Frontend Masters) — Mar 2025
- AI Agent: From Prototype to Production — Master.dev (Frontend Masters) — Jan 2025

- Build AI-Powered Apps with OpenAI and Node.js — Master.dev (Frontend Masters) — Oct 2024
- AWS Certified Cloud Practitioner (CLF-C01) — Amazon Web Services — Jan 2022

Languages

Spanish (Native speaker), English (Professional working proficiency), Italian (Elementary proficiency)