

Anneris Alonso Serrano

Full Stack Software Engineer

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PROFESSIONAL SUMMARY

Results-driven Full-Stack Software Engineer with 13+ years of international experience designing scalable SaaS platforms, RESTful APIs, and AI-powered enterprise systems. Expertise in Python, C#, Java, and cloud architectures (AWS/Azure), with a proven track record in integrating AI/ML models (NLP, RAG, predictive algorithms) into customer-facing solutions like loyalty programs and personalized marketing automation. Adept at bridging technical architecture with business outcomes through Hexagonal Architecture, MLOps practices, and event-driven workflows. Agile leader of cross-functional teams across healthcare, hospitality *dailypoint*™, and logistics, delivering high-impact, data-driven engagement strategies.

TECHNICAL SKILLS

- **Frontend Development:** Vue.js, React.js, Quasar, Backbone.js, JavaScript, TypeScript, HTML5, CSS3, Tailwind CSS, Bootstrap.
- **Backend Development:** Python (Django, Flask), C# (.NET Core, ASP.NET), PHP (Laravel, Yii), Java (Spring Boot), Node.js.
- **Databases & ORMs:** PostgreSQL, Microsoft SQL Server, MySQL, MongoDB, OracleSQL, MariaDB, Dapper, Entity Framework.
- **AI/ML Engineering:** AI/ML Engineering: NLP for customer segmentation, predictive models for loyalty/reward optimization, and automated campaign triggers.
- **MLOps Tools:** CI/CD for ML Pipelines (GitHub Actions), Observability (Grafana/Prometheus), Elasticsearch/Kafka for AI logging.
- **DevOps & Cloud:** Azure DevOps, CI/CD Pipelines, Docker, Git, GitHub, Linux Server Management.
- **APIs & Integrations:** RESTful APIs, GraphQL, RabbitMQ, Swagger/OpenAPI, OAuth, SSO, OpenID, SOAP, WebRTC.
- **Architecture & Practices:** Domain-Driven Design (DDD), MVC, Hexagonal Architecture, TDD, Agile (Scrum), OOP.
- **Legacy & Specialized Tech:** XMPP (Ami Platform), JasperReports, Odoo ERP, SMS Gateways (Tiny Library).
- **Soft Skills:** Team Leadership, Technical Mentoring, Cross-functional Collaboration, Problem-Solving, Client Communication.

PROFESSIONAL EXPERIENCE

Lexiconlore | lexiconlore.com

Dubai, UAE

Full Stack Developer (Freelance)

Sept 2025 – December 2025

- Developed 2 SwiftUI and 6 WPF applications for high-profile events in **Ras Al Khaimah** and **Mubadala Abu Dhabi**, optimizing real-time user interaction and event management

nuroX | nurox.ai

Dubai, UAE

Senior Backend Developer & Architect

Oct 2024 – Feb 2025

- Designed and built 30+ core domain entities (Aerodromes, Suppliers, Billing) with complex value objects and business rules, ensuring compliance with IATA regulations
- Architected a jet fuel logistics platform handling 500K+ daily transactions using C#/.NET 6, PostgreSQL, and RabbitMQ.
- Developed 30+ domain entities (Aerodromes, Suppliers) with value objects, applying Hexagonal Architecture and CQRS.
- Engineered a behavior-based scoring algorithm (TOPSIS/Random Forest) to optimize client retention strategies, reducing operational costs by 25%.
- Built Logan observability framework with multi-stage pipeline (Kafka, Elasticsearch), cutting log loss to 0.1%.
- Integrated SAP/Oracle ERPs via async REST APIs (OAuth2), standardizing data with 90% fewer errors.

CONECTADRIVE | conectadrive.com

Palma de Mallorca, Spain

Full Stack Software Engineer (Remote)

Jan 2024 – Sep 2024

- Designed a cloud-native data import system (Spring Boot/PostgreSQL) deployed on AWS ECS with Docker, auto-generating XLSX templates that improved data load efficiency by 60%.
- Developed an NLP-powered **personalized pricing engine** (RAG + OpenAI) to tailor promotions based on customer profiles, reducing manual errors by 45%.
- Optimized 15+ PostgreSQL queries (composite indexes, CTEs), decreasing latency by 30% and monitored via Grafana/Prometheus.

- Automated CI/CD pipelines for model updates using GitHub Actions and implemented performance monitoring via Grafana/Prometheus dashboards as part of MLOps best practices.
- Architected event-driven workflows (RabbitMQ/Kafka) for real-time price updates across 50+ providers.
- Ensured scalability by containerizing services (Docker) and using AWS Lambda for peak demand periods.

My Cosmetic Surgery

Miami, Florida, USA

Full Stack Software Developer (Remote)

May 2022 – Dec 2023

- Architected a scalable, multi-tenant Clinic Management System (CMS) utilizing ASP.NET Core, Domain-Driven Design (DDD), SQL Server, and a Vue.js frontend.
- Automated surgical order workflows by integrating JasperReports with RabbitMQ, reducing manual processes by 60% (20+ hours/month) through AI-driven reporting.
- Boosted system speed by 28% via query optimization (Dapper), materialized views, and strategic denormalization.
- Integrated 3rd-party services (RESTful APIs/Swagger), reducing onboarding time by 40%.
- Designed and built 40+ reusable Vue 3 + Tailwind CSS components, slashing UI dev time by 75%.
- Enforced HIPAA compliance with AES-256 encryption, RBAC, and event-sourced audit trails.
- Achieved 85% test coverage (JUnit) for billing/scheduling modules and sensitive data workflows.

DESOFT

Havana, Cuba

Senior Software Engineer

May 2015 – Dec 2022

- Engineered a traffic control system (Erlang) for telecom networks, boosting efficiency by 30%.
- Developed CRM solutions (Laravel/Odoo) for 3+ companies, streamlining customer management workflows.
- Architected an SOA system (Python/Django) for copyright management (ACDAM), reducing processing time by 25%.
- Built www.entumovil.cu (Vue.js, PostgreSQL), increasing user engagement by 40%.
- Designed "Ami" messaging platform (XMPP, WebRTC), growing user interactions by 35%.
- Led Cuba's Public Registers Informatization, improving legal data accessibility for 100+ institutions.
- Mentored junior developers in Django/Laravel, accelerating project delivery by 20%.

dailypoint™

Berlin, Germany

Full Stack Software Developer (Remote)

Mar 2020 – Jan 2021

- Collaborated on a **Central Data Management** system for hotels, integrating 200+ PMS/ERP systems via OTA-standard APIs to unify guest profiles and loyalty program data.

PSA Peugeot-Citroën

Mulhouse, France

Full Stack Software Engineer (Remote)

Apr 2015 – Jun 2015

- Implemented automated testing suites for assembly lines, improving coverage by 60%.
- Developed a real-time fault visualization tool, reducing downtime by 20%.

Reply

California, USA

Backend Developer (Remote)

Mar 2014 – Jan 2015

- Optimized auction algorithms for reply.com, enhancing efficiency by 16%.
- Mentored junior developers in Django/Laravel, accelerating project delivery by 20%.

Zazzle Gifts

California, USA

Frontend Developer (Remote)

Mar 2014 – Jan 2015

- Created a product customization module (Backbone.js), boosting user interactions by 25%.

EDUCATION

University of Informatics Sciences

Havana, Cuba

B.S. in Computer Science

Sep 2007 – Jul 2012

LANGUAGE

- Spanish.
- English.