






# Juan Manuel Obrach

Senior Software Engineer & Technical Architect

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## PROFESSIONAL SUMMARY

Senior Software Engineer and Independent Creator with over 10 years of experience designing and building scalable applications, ranging from massive enterprise platforms to Micro-SaaS ecosystems. Specialized in React Native/Expo, Node.js/Supabase/AWS, and AI product engineering, including LLM-powered workflows, multimodal vision, structured data extraction, and automated content enrichment pipelines. Passionate about lean development, process automation (CI/CD), and modular systems that prioritize delivery speed and code reusability.

## PROFESSIONAL EXPERIENCE

### Senior Software Engineer · Santex / RBI (Burger King)

Jan 2022 – Present

- **Frontend Architecture & Stabilization:** Drove the frontend stabilization and performance optimization of the Burger King mobile application (React Native/Expo) for the USA, Europe, and Canada. Designed hybrid state management architectures separating ordering and restaurant states.
- **Performance & Concurrency:** Resolved critical race conditions in order confirmations and POS gift card transactions. Implemented deterministic network idle detection using Apollo link layers, preventing bridge dropouts during heavy JS thread operations.
- **Massive Refactoring & Localization:** Spearheaded TypeScript Strict Mode enablement across the massive Expo monorepo, resolving 1,000+ type errors. Engineered a custom localization library for enhanced translation control and analytics across the BK ecosystem.
- **Backend & Cloud Migrations:** Upgraded core backend microservices to Node 24, integrating CI/CD pipelines with CircleCI and Terraform. Debugged complex AWS infrastructure issues including DynamoDB GSI propagation.
- **Event-Driven Systems:** Engineered robust push notification pipelines and resolved critical regressions in order-tracking services for reliable POS metadata persistence.
- **Campaign Framework:** Architected a communication protocol between the native Expo app and campaign WebViews with message-based architectures, regex extraction, and defensive navigation guards.
- **Data Pipelines & Analytics:** Engineered data integrations connecting diverse sources within Snowflake, building pipelines to synchronize warehouse data with Amplitude for advanced user analytics.

## Independent Developer & Technical Architect · [Micro-SaaS Portfolio](#)

2024 – Present

- Architected a modular Monorepo (Yarn Workspaces) to independently develop and launch multiple B2B/B2C Micro-SaaS applications, maximizing code reuse.
- Designed a 3-layer database infrastructure using Supabase (Local Docker, Staging, Production Cloud Projects) with strict Row Level Security (RLS).
- **AI Product Workflows:** Built Gemini-powered diagnosis, visual metadata extraction, conversational assistants, structured LLM pipelines, and automated content enrichment flows across Entity Builders.
- **PostalPeek:** Interactive map-based mobile exploration game with complex UI animations (glassmorphism) and Google Maps integrations.
- **Minimal Money:** Native personal finance tracker (React Native/Expo) focused on high-performance UX and data synchronization.
- **Potlink & Promptly:** AI-powered plant diagnostic tool using Gemini Vision; desktop text-toolkit application built on Electron.

## React Native Developer · [Yelly App](#)

May 2021 – 2022

- Developed native applications for iOS and Android with React Native, including real-time chat using Sendbird.
- Integrated with AWS Serverless Framework, Algolia search, and GraphQL server/client (Prisma).

## Frontend Developer · [BlockFi / Phinxlab](#)

Nov 2020 – May 2021

- Owned the development and reliability of mission-critical trading screens for the BlockFi cryptocurrency platform, where operational accuracy directly impacted financial transactions.
- Collaborated with Design to deliver high-trust UX/UI for real-time crypto trading, building modular, debuggable React components in a security-sensitive environment.

## Full Stack Developer · [Independiente / Brandonfire](#)

Jan 2019 – Nov 2020

- Extended the WordPress API for custom widgets and blocks using React and Web Components.

## Full Stack Developer · [MRM / McCann](#)

Mar 2019 – Nov 2019

- Developed internal tools for marketing automation and management tools for brands including Cisco and GM (General Motors).

## Full Stack Developer · [Promologistics](#) · [Sanki](#) · [EtoMin](#)

Mar 2017 – Jan 2019

- Developed microsites with Angular 6 and Headless CMS. Built a back office and e-commerce platform for the "Modelo" group with redeemable coupon systems.

## Full Stack Developer · [Web Design Playa](#)

Apr 2016 – Mar 2017

- Automated client site launches using Docker and custom BASH tooling, reducing deployment time and costs.

## Jr. Full Stack Developer · [GM2DEV](#)

Mar 2015 – Apr 2016

- Developed an iOS application for artistic works promotion, integrating CMS (WordPress) with Firebase real-time database.

## TECHNICAL SKILLS

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### AI & LLM Engineering

Gemini API OpenAI API Prompt Engineering

Structured Outputs Vision AI Chat

Metadata Extraction

### Backend & APIs

Node.js Express GraphQL REST PHP

### Analytics & Ops

Amplitude LaunchDarkly Docker CI/CD Git

Monorepos

### Frontend & Mobile

React Native Expo React.js Next.js

TypeScript Angular Vue Tailwind

### Databases & Cloud

Supabase AWS Firebase Snowflake

PostgreSQL MongoDB

## LANGUAGES & REFERENCES

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**Languages:** Spanish (Native), English (Upper-Intermediate / Professional Working Proficiency)

**Andy Weiss** — Restaurant Brands International · [linkedin.com/in/andyweiss](https://www.linkedin.com/in/andyweiss)

**Juan Anibal Micheli** — Yelly App · [linkedin.com/in/anibalmicheli](https://www.linkedin.com/in/anibalmicheli)

*Direct contact details available upon request.*