ALEJANDRO HERMOSO

TECHNICAL LEAD / AI AUTOMATION

Full-Stack Engineer | AI & Automation Engineer | Engineering Leadership

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Orlando, Florida | Remote/Hybrid | English & Spanish — Fluent

01 / PROFILE

Engineering leadership, applied AI and production delivery.

Head Developer at Infinite Labs Digital with hands-on experience in full-stack development, AI-powered automation, ecommerce, cloud infrastructure and CRM integrations. Lead developers while remaining directly involved in solution architecture, implementation, quality assurance (QA), troubleshooting and deployment across healthcare, AI, ecommerce, real estate and wellness platforms.

02 / CORE CAPABILITIES

Technical leadership and applied AI

LEADERSHIP — Technical strategy; Solution architecture; Team leadership / QA; Stakeholder delivery

AI & AUTOMATION — AI Agents / n8n; OpenAI / Claude / Gemini; Voice AI / LLM workflows; API orchestration

FULL-STACK — JavaScript / PHP; React / React Native; REST APIs / Webhooks; GitHub

CLOUD & INFRA — AWS EC2 / WP Engine; Plesk / DNS / CDN; Deployments / migrations; Production troubleshooting

CRM & MARTECH — GoHighLevel / Pipedrive; Mailchimp / Vimeo; Meta CAPI / Stape; GA4 / GTM

ECOMMERCE + UX — Shopify; Shopify Plus; Liquid; WooCommerce; Stripe; Figma; responsive UI; conversion UX

03 / EXPERIENCE

Head Developer — Infinite Labs Digital

- Lead developers and coordinate simultaneous web, ecommerce, CRM, AI automation and infrastructure initiatives from requirements through production.
- Architect and build production websites, landing pages, APIs, CRM workflows, analytics implementations and automated business processes.
- Design AI automation workflows using n8n, APIs, LLMs, CRM systems, voice AI and third-party services for lead qualification, routing, appointments and operations.
- Manage AWS EC2, WP Engine, Plesk, DNS/CDN, WordPress, Shopify, WooCommerce, GitHub, QA, migrations and staging-to-production releases.
- Resolved high-volume automation/data issues, including cleanup of 16,394 duplicate La Rosa agent pages, and optimized IV Lounge hosting from $345/month to $35/month.

04 / SELECTED IMPACT

Production platforms and automation systems

HEALTHTALK AI

Led web implementation and digital integrations for a healthcare AI platform, including Figma-to-production development and Vimeo, Mailchimp and Pipedrive lead workflows.

DIRECT PREVENTIVE CARE

Built the website from the ground up and implemented GoHighLevel automations, pipelines, forms, lead routing, follow-up and Meta CAPI/Stape tracking.

YEILDINGMD

Built the website from the ground up and lead ongoing development across its core site and extensive treatment, procedure, service and campaign landing-page ecosystem.

LA ROSA REALTY

Supported AWS/Plesk infrastructure and agent-profile automation; diagnosed recurring duplication issues and completed a 16,394-page duplicate cleanup.

INFINITE LABS — SHOPIFY

Shopify development and ecommerce operations across storefront experience, merchandising, product/collection structure, responsive UX and ongoing optimization.

KEOPSY

Independent Shopify and AI automation initiative combining catalog architecture, supplier synchronization and agent-driven workflows for ordering, artwork approval, fulfillment and customer communication.

05 / CREATIVE TECHNOLOGY

Design expertise supporting technical execution

Experienced in Figma, Photoshop, Illustrator, After Effects, Premiere Pro, Lottie, UI/UX, branding, photography, video and digital asset production. This background supports design-to-development translation, visual hierarchy, responsive behavior, brand consistency and cross-functional collaboration.

ADDITIONAL PROJECTS — The IV Lounge; Flor de Pacifico; OneMed Clinic

ECOMMERCE — Infinite Labs; Gaspari Nutrition (Shopify Plus — GaspariNutrition.com); Species Nutrition

EDUCATION & LANGUAGES — Florida International University; English & Spanish — Fluent