

Alejandro Martinez

SENIOR SOFTWARE ENGINEER / (323) 529-3159 / hi@alejandromartinez.soy / alejandromartinez.soy / linkedin.com/in/soyalejandrom

Product-minded Staff Software Engineer with 10+ years turning complex technical problems into shipped products with measurable impact. Led end-to-end platform initiatives at Rivian spanning AI-assisted customer experiences, real-time messaging, and contact center infrastructure, shipping systems contributing to 12% of customer acquisition and an end-of-line hardware-validation process used across 175,000+ vehicles. Technical leadership with genuine product instincts: cross-functional by default, hands-on by choice.

EXPERIENCE

Rivian

Staff Software Engineer

Irvine, CA

Aug 2026 – Present

- ▶ Leading Command Center, Rivian's first hybrid desktop app for agents where every other tool runs in the browser — built on Electron and the Twilio Flex SDK and confirmed by Twilio as the first of its kind on Flex.
- ▶ Set cross-company technical direction with Rivian's principal and senior staff engineers, owning tech-stack and architecture decisions for first-of-their-kind tooling like the Elasticsearch clusters behind our messaging and notetaking platform.
- ▶ Serve as Rivian's technical contact with Twilio, joining their private betas and shaping the product roadmap with their engineering and product teams, and comparing notes with peer automakers, competitors included.
- ▶ Drove adoption of AI engineering tooling (Claude, agent files, skills, and workflows) across our team and partner teams, and built Claude workflows that auto-generate the Salesforce team's REST and GraphQL API documentation, filling a gap with no off-the-shelf tool.

Senior Software Engineer

Dec 2022 – Jul 2026

- ▶ Across five years owning Rivian's communications platform, directed technical strategy and architecture for the migration from Amazon Connect to Twilio Flex, managing a core team of 6 engineers while remaining an active technical contributor in TypeScript, React, and integration work. Partnered with stakeholders across operations, sales, finance, legal, and customer experience to secure executive approval through ADR authorship, vendor evaluation, and contract negotiation, replatforming a 4,000+ agent contact center, with inside sales and delivery migrations underway.
- ▶ Shipped AI call summarization and auto-disposition into Flex at 98% acceptance, cutting post-call workload and replacing manual call-quality review with an agent feedback loop.
- ▶ Made the platform's versioned CI/CD pipeline the deployment standard across development, staging, and production, taking releases from monthly to weekly and ending manual environment promotion.
- ▶ Drove Rivian's AI chatbot from architecture to public launch, now about 12% of customer acquisition, designing the conversation flow, live-agent handoffs, support-queue routing, and a GraphQL endpoint that feeds the AI real-time vehicle pricing.
- ▶ Mentored a software engineering intern from onboarding through independent feature ownership, guiding architecture discussions, code review, and design trade-offs — their work shipped into production and established patterns adopted across the platform.
- ▶ Shaped how Salesforce acts on events from the communications platform, and helped the team rework their sales data model to scale into new markets like B2B and Europe.
- ▶ Influence how the sales, service, and operations teams run, weighing in on workforce management, queueing, and process design, and validating workforce-management vendors' findings against our data to drive improvements.

Software Engineer II

May 2021 – Dec 2022

- ▶ Designed and built Rivian's first customer operations platform as the primary engineer, standing up Amazon Connect with all contact flows, queues, routing profiles, and Python Lambda services to support 4,000+ internal users across service, retail, insurance, collision, delivery, sales, and 24/7 roadside assistance, without dedicated DevOps support.
- ▶ Integrated Amazon Connect with Salesforce CRM via CTI to trigger screen pops and surface customer records, and implemented an SDK integration with RivianOS providing real-time caller identity lookup on every inbound call.
- ▶ Expanded the platform internationally, adding French and German language support across Canada and Germany.
- ▶ Managed a three-person team to architect and ship Rivian's in-app service messaging platform, empowering vehicle owners to communicate directly with service centers throughout the appointment lifecycle. Developed the Node.js and Apollo GraphQL API, DynamoDB and Elasticsearch data models, and Redis-backed real-time features including typing indicators and agent presence.
- ▶ Engineered an event-driven conversation auto-assignment engine that moves conversations through pre-appointment, in-service, post-service, and auto-close states based on appointment events, eliminating manual triage and improving response times across service centers.
- ▶ Shipped an internal React application for service center staff with conversation queuing, assignment management, overdue flagging, and integrated RivianOS notifications, giving teams a single interface to manage all active service conversations.
- ▶ Architected and shipped Rivian's 24/7 in-app live chat backend with persistent conversation history across authenticated sessions, giving customers a seamless, continuous support experience.
- ▶ Delivered the backend GraphQL service powering Rivian's customer self-scheduling flow, orchestrating availability lookups and appointment creation across internal services and triggering async service conversations upon booking — the feature now drives 57% of service appointments.
- ▶ Deployed the end-of-line voice testing system across Rivian's manufacturing facilities, allowing every vehicle to validate its microphone and speaker hardware by placing a live call before leaving the factory, a process that has run on all 175,000+ Rivian vehicles produced to date.

EXPERIENCE (CONT.)

Romeo Power

Lead Software Developer

Los Angeles, CA

Jan 2020 – Apr 2021

- ▶ Consolidated fragmented internal web services into a unified cloud platform, establishing Romeo Power's first centralized tooling foundation.
- ▶ Shipped a payment reconciliation tool that cut the finance department's monthly close process from days to minutes.
- ▶ Delivered manufacturing technician interfaces integrated with ERP systems, replacing manual data collection on the production floor with real-time digital workflows.
- ▶ Created a configurable React reporting framework for assembling custom reports from multiple data sources, adopted across teams as the standard for internal reporting.

Freelance

Software Engineer

Remote

Jun 2019 – Jan 2020

- ▶ Launched Exponent's community platform — the top product management community on Product Hunt — a React application serving 2,000+ users with 800+ verified interview questions.
- ▶ Redesigned Slate Digital's licensing distribution system, ensuring customers receive the correct product version for their hardware.

CSUN Matador Motorsports EV

Lead Software Engineer

Northridge, CA

Aug 2018 – Sep 2019

- ▶ Architected and implemented the telemetry system for CSUN's first electric Formula-style race vehicle, processing 30+ data points per second over a two-way WebSocket pipeline into a time-series PostgreSQL database, transmitted over 4G and streamed to engineers in under 500ms.

Tesla

Software Engineer Intern

Palo Alto, CA

May 2018 – Aug 2018

- ▶ Published an open-source async Python package for generating REST APIs from SQLAlchemy models, and containerized deployment pipelines using Docker and Jenkins.

Macy's Technology

Software Engineer Intern

San Francisco, CA

May 2017 – Aug 2017

- ▶ Managed a team of four interns to design and ship a web API and iOS mobile app MVP, and conducted lean experiments on the checkout experience that lowered cart abandonment rate.

META+LAB

Back-end Developer & Scrum Master

Northridge, CA

Sep 2015 – May 2018

- ▶ Developed PHP web applications with IBM Watson integration, full-text search, and MySQL data modeling, supporting authentication and data management for public-facing products.

SKILLS

Languages:	TypeScript, JavaScript, Python
Frontend:	React, Electron
Backend:	Node.js, GraphQL, Apollo
Cloud & Infra:	AWS (Lambda, DynamoDB, CloudFormation, API Gateway, SAM), Terraform, Docker
Platforms:	Twilio Flex, Programmable Voice, Amazon Connect, Salesforce
Data:	PostgreSQL, Redis, Elasticsearch

SPEAKING & RECOGNITION

- ▶ **Twilio SIGNAL 2026**, San Francisco — Co-presenter, "How Rivian Built a Unified Customer Experience on Twilio" (300-Level Advanced)
- ▶ **AWS re:Invent 2022**, Las Vegas — Co-presenter, "Digital Customer Engagement for Automotive" (AUT201)
- ▶ **Twilio Excellence in Connected Experiences Award**, 2026 — for the unified customer experience platform I led