

Carlos Martínez López

AI Engineer

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AI engineer who ships to production and can defend the P&L behind it. A growth and BI background in fintech is why I get hired to decide *what* to automate, not just to build it.

Work Experience:

- **AI Solution Builder, AI Squad | Rappi (May 2026 - current)**
 - Replaced a commercial platform we were about to sign, on a six-figure first-year contract, with a single SLA-backed queue unifying 16 social channels and resolving each author against our own order system, in 2.5 weeks.
 - Sole engineer on four internal AI tools now running in production for the Customer Experience organization across 9 countries. Removed ~70% of the human cost in scope: external vendors plus the equivalent of 30-40 support headcount, in the first three months.
 - Own the full arc: sit with ops leadership to find what is worth automating, then build, ship and operate it. Set the squad's practice on evals over production traffic, cost auditing and encrypted PII.
 - Turned an informal WhatsApp channel into a measured operation: tens of thousands of tickets at 98.9% resolution and ~38 min median. Collapsed four LLM calls per message into one multimodal call; the classifier held 100% accuracy on a real-traffic eval.
 - Made policy and measurement executable: an engine that reproduces 713 of 713 official decision nodes byte-exact from ~40 rules, scores every proposed change against tens of thousands of real tickets before it ships and serves live policy to AI agents over MCP; plus 49 canonical metrics on Snowflake reconciling to the cent, with alerts that investigate themselves in 3-5 minutes.
- **Growth & Revenue Deputy Director | Finsus (March 2024 - May 2026)**
 - Grew the customer base from ~200,000 to ~600,000, roughly 3x in two years, and took part in the institution's conversion process into a bank.
 - Reduced CAC ~50% and cost per Mexican peso invested in marketing from \$0.02 to \$0.001; improved funnel conversion ~52% through a Customer Journey; built a referral program that lifted daily user acquisition 40% with aligned incentives; grew back-to-back credit placement ~76%.
- **Business Intelligence Analyst | RUUT, acquired by Finsus (December 2022 - March 2024)**
 - Founding team member. Owned analytics on user behavior, transactions and usability for the Co-founders and Head of Operations. Backed by 500 Global (batch 19') and 99 Startups, the team took the app from concept to over 10,000 users.

Education:

- Administración Financiera (Finance), Instituto Tecnológico de Estudios Superiores de Monterrey (2020 - 2024); Investment Banking program, ITESM (2024)
- Matemáticas Financieras, Universidad Nacional Autónoma de México (2022) · Blockchain & Money, MIT OpenCourseWare (2021)

Other involvements:

- Consulting | Tecnológico de Monterrey (2020 - 2024): regional winning team with Flexi and Aeroméxico.
- 1st place | ITESM Western Region Business and Finance Project Competition · 1st place | Model of United Nations

Skills:

- Applied AI: LLM application design, multimodal extraction and classification, eval design on production traffic, agentic workflows, MCP servers and tools, cost observability
- Data: Snowflake, SQL, Python, R, Redash, Power BI, metric catalog design
- Engineering: TypeScript, React / Next.js, NestJS, Node, JavaScript, HTML, CSS, WhatsApp Business API, Amazon Connect, Slack apps
- Growth: funnel instrumentation, CAC and LTV modeling, AppsFlyer, Braze
- Spanish | Native · English C1 | IELTS · German B2