

CARLOS HERNANDEZ MARTIN

SCALABLE SYSTEMS & FULL-STACK PLATFORMS

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I'm an Engineering Lead building scalable full-stack platforms and systems that enable teams to move faster and operate more effectively across startups, scaleups and enterprise environments.

Experienced in system architecture, backend services, data modeling, cloud infrastructure and high-performance user-facing products, with a strong focus on reliability, accessibility and translating complex domain needs into effective software.

LATEST EXPERIENCE

ENGINEERING LEAD

Fever | 2024 - Present

- Led the architecture and engineering for a large-scale platform enabling non-technical teams to independently build and deploy web experiences.
- Combined hands-on technical leadership with management and mentoring of 25 engineers across multiple initiatives.
- Designed and evolved a platform serving 10k+ pages, 50M+ weekly visits.
- Improved system reliability, reducing production errors by 70%.
- Improved Core Web Vitals, increasing PageSpeed scores from ~70 to 95+.
- Built internal tooling and AI-assisted workflows to improve operational efficiency.
- Designed a CMS-driven system integrated with legacy infrastructure through custom adapters, event-driven workflows and automated caching.
- Led accessibility improvements and automated quality checks across a large ecosystem of teams and web products.

SENIOR SOFTWARE ENGINEER

Ledgy | 2023 - 2024

- Led a web performance initiative, improving load times by 75%.
- Revamped core architecture to support greater scale, complexity and reliability by introducing data pipelines for enterprise customers.
- Collaborated with product, design and customer-facing teams to shape technical solutions around customer and business needs.
- Mentored engineers across teams, improving their skills and performance.

FULL-STACK & PRODUCT ENGINEER

Commit Sans Studio (co-founder) | 2018 - 2023

- Built and launched products used by 100k+ users for startups and corporates.
- Defined and launched MVPs with focus on acquisition and growth.
- Led distributed, cross-functional teams (product, design and engineering).
- Acted as fractional CTO for several startups, scaling ideas to production systems.

SENIOR PRODUCT ENGINEER

Google (contractor) | 2019 - 2022

- Built a platform connecting startups and partners across Google for Startups, enabling collaboration at scale (7 countries, 1k+ startups, 50+ partners).
- Translated user insights into product features to improve engagement.
- Prototyped rapidly to validate ideas and reduce time to delivery.
- Scaled prototypes into multi-region production systems on GCP.

PREVIOUS EXPERIENCE

JavaScript & Web instructor Platzi - Fictizia - CEU | 2017 - 2022

Senior Full-stack Developer Videona | 2017 - 2018

CTO (co-founder) Gamify | 2014 - 2017

Full-stack Web Developer Freelance | 2009 - 2017

CORE TECH SKILLS

Platform & Architecture

- API design and integrations
- Scalable systems & platform design
- Data modeling (SQL, Mongo, Neo4j...)
- Cloud (GCP) & containers (Docker & Kubernetes)

Languages & Technologies

- TypeScript, React, Next.js, Astro, Svelte
- Node.js backend services & async workflows

Accessibility, Performance & Observability

- WCAG and accessible web applications
- Automated accessibility testing
- Web Performance & Core Web Vitals
- Production Monitoring & Analysis

NON-TECH SKILLS

Leadership & Collaboration

- Led cross-functional teams across engineering, product and marketing.
- Drove technical decisions aligned with business and product goals.
- Led technical initiatives in ambiguous and fast-moving environments.
- Translated complex systems and trade-offs into clear decisions for non-technical stakeholders.

Mentoring and Advisory

- Mentored startups on product, technology and prioritization (Google for Startups & Tetuan Valley).
- Speaker at technical events and conferences (English & Spanish).

COMMUNITY & CONTENT

Open Source Weekends

Built a community of 5k+ members.

Organized 200+ attendees monthly events.

Technical speaker & educator

Taught JavaScript and product to 20k+ students through offline & online content. Created +50h of video content.

Post mail newsletter

Ran a physical-first newsletter for 200+ subscribers.

Yes: Papers, envelopes, stamps, post office... Post mail. Later, it evolved into digital format.