

Jorge Braccini

Product Full Stack Engineer & Creative Technologist

NEXT.JS / REACT / NODE · MCP SERVERS, AI AGENTS & CLAUDE SKILLS ·
CONTEXT ENGINEERING & WORKFLOW ORCHESTRATION

REMOTE · US-BASED

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01 / SUMMARY

I make the product function.

Seasoned **Product Architect** turned **AI-native full-stack product engineer**. Two decades of translating business ideas into shipped products — from design and frontend architecture into building agent tooling, MCP servers, and a context-engineering practice around Claude — now let me ship entire product surfaces end-to-end: UI → API → background jobs → third-party integrations → production deploy. At Hostshare I don't just make the product look right; **I make the product function**, owning vertical slices that used to require a whole team, at a fraction of the time.

02 / CRAFT

Creative technologist at the core.

My craft started at the intersection of design, motion, and code — interactive brand experiences, HTML5 games, data visualization, and console UI at studios like EA and agencies serving Coca-Cola, Disney, and HBO. That instinct for turning an idea into something people *feel* still drives how I build: I prototype fast, care about the pixel and the interaction as much as the architecture, and treat every new medium — Flash then, AI agents now — as a canvas to push what a product can be.

DESIGN → CODE

MOTION & INTERACTION

RAPID PROTOTYPING

SYSTEMS THINKING

Core stack & capabilities.

FRONTEND & DESIGN

NEXT.JS 16 ▲

REACT ●

TYPESCRIPT #

TANSTACK QUERY ⇄

TANSTACK TABLE ▮

REACT HOOK FORM □

TAILWIND V4 ≡

SHADCN/UI ▮

FRAMER MOTION ↗

MAPBOX ⊙

GOOGLE MAPS ⊕

DESIGN TOKENS ◆

RESPONSIVE ⇄

ACCESSIBILITY ⊙

COMPONENT LIBS □

BACKEND & DATA

HONO ↶

VERCEL FUNCTIONS ▲

NEON POSTGRES ⊕

DRIZZLE ORM ▮

REDIS / UPSTASH ↵

TRIGGER.DEV V3 ↶

STRIPE WEBHOOKS →

PERSONA KYC ⊕

ARGON2ID ⓘ

JWT AUTH Ⓢ

SESSIONS & CACHE ✕

ZOD VALIDATION ✓

AI & ORCHESTRATION

MCP SERVERS ⊕

CLAUDE SKILLS +

SUBAGENTS ☹

PATH-SCOPED RULES #

CONTEXT ENGINEERING ◆

LOCAL MODELS (QWEN) ⚙

PRODUCT AUTOMATION *

BUSINESS ORCHESTRATION

LINEAR ▮

CYRUS AGENTS ☹

CLAUDE CODE +

POSTHOG DASHBOARDS ⊙

SLACK NOTIFICATIONS ↶

GITHUB PR FLOW →

SOLUTION DOCS (260+) ▮

CONCEPTS GLOSSARY ◆

WEEKLY REPORTING *

AI pipeline orchestration.

Force-multiplying the whole org — not just engineering.

Writing code is increasingly a solved problem. The real advantage is organizing how a company works around AI — designing pipelines that let every person, at every skill level, plug into one continuously-improving development cycle. This is the work I care about most, and where I create the most leverage.

At Hostshare I built the operating system for how the team works with AI — not just for engineers, but for product, design, and business:

- **Linear as the single source of truth.** I designed a workflow protocol where every phase of work — brainstorm → plan → implement → review → deploy → document — is mirrored automatically to the linked Linear issue, with Fibonacci estimates set and re-verified at each gate. **Managers get real-time visibility into what's moving without a single status meeting** — the board *is* the status report.
- **Autonomous agents on the board.** Wired autonomous Linear agents (**Cyrus**) that pick up an assigned ticket and drive it end-to-end — brainstorm, plan, branch, implement, open a PR — updating the ticket's status and estimate as they go, then pinging the human creator to verify. An agent-neutral operating guide lets any new agent plug into the same protocol without rewriting it.
- **Cloud + local models, matched to the job.** Orchestrated **Claude in the cloud** for high-context product work alongside **local models (e.g. Qwen)** spun up for cheaper, private, or bulk tasks — meeting each job at the right cost/capability point instead of forcing everything through one model.

Everyone plugs into it.

AI pipeline orchestration, continued.

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- **AI that meets non-engineers at their level.** Packaged capabilities as reusable Claude Skills so anyone can harness them: **natural-language database queries** (/db-inspector) and **product-decision Q&A** (/ask-product) for PMs and founders who don't write SQL; **batch issue intake** (/user-story, /create-issue) that turns a pasted list of one-liners into well-formed, sized Linear tickets; **PostHog dashboard generation** for analytics; and design prototyping against the real design system for the design team.
 - **Manager-facing visibility, automated.** Built recurring reporting Skills — a **commits-and-Linear-points scoreboard**, plus **daily** and **weekly team summaries** written in plain English for non-technical readers — so leadership sees velocity, what shipped, and what's next without asking anyone.
 - **A system that compounds.** Every solved problem is captured as a structured solution doc (**260+ and growing**), every convention encoded as a machine-readable rule (**35**), every domain term defined in a shared glossary — so the whole pipeline gets measurably smarter over time and each new person (or agent) inherits the accumulated context on day one.

THE RESULT

A development cycle with AI at its core that every department participates in — continuously improved, self-documenting, and legible to management — where my leverage comes not from out-typing anyone, but from designing the system everyone else moves faster inside.

Hostshare

Product UI Engineer / UI Architect

Early engineer on a real-estate membership product that lets hosts and landlords share their properties. Took it **from scratch to beta in ~4 months, reaching a 1K active-user base and a 10K-deep waitlist**, and have since built across the entire stack as one of the core engineers on the team.

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- Shipped end-to-end product features spanning **UI, API, background jobs, and third-party integrations** — owning the full vertical slice rather than a single layer.
 - Built and maintained the frontend in **Next.js 16 App Router + React + Tailwind v4** — search, booking, listing management, wallet, and host dashboards — with a shared design-token pipeline and component library for pixel consistency across light/dark modes.
 - Designed and operated **~50 background orchestration jobs on Trigger.dev v3** covering payment settlement, payout-ledger reconciliation, cancel-fee execution, image-variant pipelines, and notification fan-out (email / SMS / Slack).
 - Wired **third-party integrations**: calendar sync (iCal import/export), property-management-system enrichment, KYC/identity verification, payment processing, and lifecycle-marketing + analytics event forwarding.
 - Established an **AI-native engineering process**: MCP servers, 37 reusable Claude Skills, 8 specialized subagents, and 35 path-scoped rules, plus a documented compound-engineering workflow — turning institutional knowledge into 260+ living solution docs.
 - Instrumented the product with **PostHog** product analytics and server-side conversion pipelines feeding acquisition and retention metrics.

READ FULL CASE ➤

www.braccini.io/cases/hostshare

Receipts, briefly.

H 1 **0 → beta in ~4 months** at Hostshare, reaching a 1K active-user base and a 10K-deep waitlist.

H 2 Core engineer, **~1,300 commits** across a 7-app / 9-package TypeScript monorepo.

H 3 **~50 background orchestration jobs** powering payments, media, calendar sync, and integrations.

H 4 Built the team's **AI tooling layer**: MCP servers, 37 Claude Skills, 8 subagents, 35 path-scoped rules.

H 5 **20+ years** spanning frontend, design, interactive, and game engineering — the craft foundation under the current AI-native work.

What the vertical slice actually is.

Hostshare, in detail — four layers, one owner.

A / PRODUCT UI & DESIGN SYSTEM

- Search experience with server-side query relaxation, map/list synchronization, and flexible date pickers respecting distinct display vs. bookable horizons.
- Booking and checkout flows with itemized, ledger-accurate pricing; wallet balances (nights & credits) applied at quote time.
- Host-facing listing management, calendar, and dashboards; admin tooling including secure user impersonation for support.
- Shared UI library (Vite lib mode) and a design-token source that syncs a single brand palette across every consumer app.

B / BACKEND & DATA

- API on Hono + Vercel Functions with a typed response envelope, Zod validation, and a Profile Definition Engine mapping database rows to wire DTOs with role-based field gating.
 - Neon Postgres via Drizzle ORM; Snowflake-ID primary keys serialized to strings across the whole stack; Redis-backed sessions and caches.
 - Auth: Argon2id password hashing, JWT with issuer/audience checks, Redis-backed sessions, and time-boxed admin impersonation.
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The plumbing and the process.

Hostshare, in detail — layers C and D.

C / ORCHESTRATION & INTEGRATIONS

- ~50 Trigger.dev v3 tasks: payment **settlement**, **payout-ledger reconciliation**, **cancel-fee execution**, image normalization + variant generation, document finalization, iCal generation/import, PMS listing & review enrichment, AI summary/bio generation (Anthropic SDK), translation, and multi-channel notification dispatch.
- Inbound webhooks (Stripe payments, Persona identity) with **HMAC-SHA256 signature verification**, replay protection, and PII-safe audit logging.
- Outbound event forwarding to lifecycle marketing (Customer.io), product analytics (PostHog), and ad conversion APIs (Google / Meta).

D / AI-NATIVE ENGINEERING PROCESS

- Built the team's Claude tooling: **MCP servers**, **37 Claude Skills** (DB inspection, analytics Q&A, code review, deployment, issue intake, design), **8 subagents**, and **35 path-scoped rules** encoding the codebase's conventions so agents produce correct, on-pattern code.
- Championed **context engineering** — turning conventions, past bugs, and domain vocabulary into structured, machine-readable context (260+ solution docs, 49 reference docs, a shared concepts glossary) that compounds agent effectiveness over time.
- Codified a repeatable delivery pipeline (plan → implement → review → tag-pinned production deploy with expand-contract migrations and pre-migrate snapshots).

Career history.

JUN 2022 - SEP 2023 • VANCOUVER, BC

Hero Innovation Group

User Interface Engineer

- Diagnosed structural gaps in the existing product-development methodology and drove a systematic fix.
- Built a from-scratch replacement for an in-production product and **delivered the full replacement in ~4 months**.
- Led the product's visual revamp, taking design in-house from a previously outsourced solution.

READ FULL CASE ➤

www.braccini.io/cases/hero

APR 2016 - MAY 2022 • CHICAGO / VANCOUVER

Venzee

Principal UI Architect → Front End Lead → Senior Developer

- Translated business requirements into the **second iteration of the company's core cloud product**, leading product vision and prototyping the user experience.
- **Delivered an MVP within 4 months** concurrent with a full product revamp.
- Owned frontend architecture and tooling (TypeScript, Webpack) and mentored the frontend team on patterns and code reuse.

READ FULL CASE ➤

www.braccini.io/cases/venzee

Career history, continued.

FEB 2020 - OCT 2021 • ORANGE, CA

BehaveHealth

Senior React/Next.js Engineer

Core contributor building behavioral-health management software helping facilities respond to patient needs; delivered UI, React, and Node.js work against team requirements.

READ FULL CASE ➤

www.braccini.io/cases/behavehealth

MAY 2019 - FEB 2020 • REMOTE

We Are Drive

UI Engineer

Engineered two finance products for a globally positioned cloud-services vendor, applying blockchain to finance and supply-chain use cases.

09 / 2001-2016

Earlier experience.

Two decades of frontend, interactive, and game engineering across agencies and product companies — the craft foundation the current AI-native full-stack work is built on.

Electronic Arts

Senior Software / UI Engineer. Ported pre-gameplay scenes from PC to PlayStation 3 and Xbox (ActionScript, Lua, EA Montreal UI Framework).

Bracivo

R&D / UI Architect. SaaS, large-scale SPAs, data-visualization and big-data interfaces.

Lucky Million

HTML5 Game Developer. Cross-device HTML5 Canvas casino games (desktop, tablet, mobile).

Latin3

Lead Software Developer. LATAM digital advertising; client-side software and experimental R&D for global brands (Nextel, P&G, Turner, Pfizer, Claro).

Admotion S.R.L.

Team Leader / Senior Developer. Requirement analysis and solution design; extended the Adobe Flash IDE via SWF panels, JSFL, and C DLLs.

Medios Digitales / Webar

Senior ActionScript Developer. High-end brand sites for Cartoon Network, Disney, Coca-Cola, P&G, McDonald's, HBO and others.

451 Farenheit

Client-side developer / ActionScript Jr. Brand sites and Europe-based e-learning.

Technology index.

LANGUAGES

TypeScript · JavaScript · SQL · HTML/CSS · ActionScript · Lua

FRONTEND

Next.js · React · Tailwind · shadcn/ui · TanStack Query/Table ·
Framer Motion · Mapbox · Vite

BACKEND

Node.js · Hono · Vercel Functions · Drizzle ORM · Neon Postgres
· Redis/Upstash · Zod

INFRA

Trigger.dev v3 · Turborepo · Bun · GitHub Actions ·
Lambda@Edge

AI

Claude / Anthropic SDK · MCP servers · Claude Skills &
subagents · context engineering

PLATFORM

Stripe · Persona · Customer.io · PostHog · Google/Meta
conversion APIs

Let's build something new.

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