

Hugo Antonio Segoviano Martínez

AI Solutions Architect | Applied AI & Product Engineering | Tech Lead

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PROFESSIONAL SUMMARY

AI Solutions Architect and hands-on Tech Lead with 6+ years of professional experience translating ambiguous business needs into production software, AI, and automation solutions across Mexico, the U.S., Canada, and Latin America. Combines discovery, solution architecture, full-stack delivery, cloud, APIs, and stakeholder leadership. Has built functional agents for customer support, sales operations, financial guidance, and RAG knowledge retrieval, taking initiatives from business problem and use-case definition through integration, production, evaluation, and iteration.

CORE SKILLS

Solution Architecture & Product: Discovery, requirements analysis, use-case definition, solution design, MVP scoping, API and integration architecture

Applied AI: LLM applications, RAG, embeddings, semantic search, tool-calling agents, LangChain, LangGraph, LangSmith, prompt engineering, evaluation, OpenAI, Claude, Gemini, Mistral

Automation & Integrations: n8n, Make, REST APIs, webhooks, OAuth, Microsoft Graph, Google Workspace, Stripe, SendGrid, Twilio, CRM integrations

Backend: Node.js, Python, .NET/C#, FastAPI, REST services

Frontend: React, Next.js, React Native, TypeScript, JavaScript

Data: PostgreSQL, SQL Server, MongoDB, Firebase, Redis

Cloud & DevOps: Azure, AWS, Google Cloud, Railway, Docker, Git, GitHub

Leadership & Delivery: Technical leadership, stakeholder management, product thinking, Agile/Scrum, mentoring, technical documentation

WORK EXPERIENCE

Tech Lead

Simultrayd (via Proceti IT) | Arizona, USA (Remote) | Dec 2025 - Jul 2026

International B2B startup using AI and automation to streamline global trade and logistics.

- Owned technical delivery from requirements discovery and solution design through implementation, production support, documentation, and handoff, coordinating 4–6 developers.
- Partnered with the CTO, CEO, CFO, and operations stakeholders to structure ambiguous business problems, clarify constraints and priorities, and convert them into an executable roadmap.
- Designed integration architecture and shipped AI and automation capabilities, including AI voice agents (Bland.ai), automated email (SendGrid), chat/response flows, and operational dashboards.
- Orchestrated end-to-end workflows across Make, Knack, Stripe, and Slack using APIs, webhooks, business rules, forms, documents, and notifications.
- Integrated prospecting and data-enrichment services (Apollo.io, Hunter.io, TrestleIQ) into commercial and operational pipelines.
- Made technical trade-offs in a fast-moving MVP environment, balancing delivery speed, reliability, maintainability, and changing business priorities.

Founder & AI Solutions / Product Engineer

HiveDev | Mexico | Jan 2020 - Present

Independent studio designing software, AI, and automation solutions for SMBs in Latin America.

- Lead discovery with SMB clients, map workflows and pain points, and translate business goals into scoped product, architecture, and automation decisions.
- Architected and shipped a multi-module, AI-powered ERP spanning POS, sales, inventory, and automation; secured the first paying customer within 60 days of MVP.
- Own the full lifecycle—from discovery and architecture to implementation, cloud deployment, and client iteration—using React, Next.js, React Native, Python, Node.js, PostgreSQL, and AWS.

Full Stack Developer

CustomsCity | Ontario, Canada (Remote) | May 2022 - Aug 2024

Mission-critical customs and logistics software used across 15+ countries.

- Delivered 5+ production features serving thousands of daily users and supporting \$10M+ in transaction volume.
- Improved performance and reliability by reducing page-load times approximately 40% while maintaining 99.8% uptime.
- Mentored developers and collaborated across teams in three countries, contributing to the company's international expansion.
- Stack: React, Node.js, PostgreSQL, MongoDB, Redis, AWS.

Full Stack Developer

Thincode | Mexico | Jan 2020 - Jun 2020

- Built two internal project-management systems with Ruby on Rails and PostgreSQL, cutting tracking overhead approximately 50% and improving project visibility.

Software Development Intern

Universidad de Guanajuato | Mexico | Jan 2019 - Dec 2019

- Delivered a production research-project management system for faculty using C#, .NET, SQL Server, and Azure, reducing administrative overhead.

SELECTED AI SOLUTIONS

Novonet Customer Support AI Agent | Production

- Designed and deployed a conversational AI customer-service agent for an Ecuadorian internet provider, translating support workflows into an operational solution for real customer interactions.

SegoMart Telegram Sales Agent | Functional Implementation

- Architected an n8n/OpenAI tool-calling agent connected to Telegram and production Firestore data for real-time product, inventory, pricing, and customer lookups; defined security controls, trade-offs, and a 10-case evaluation set.

RAG Assistant & FinBot | github.com/hugohasm

- Built two end-to-end AI systems: a TypeScript/Mistral/Pinecone PDF RAG assistant with semantic retrieval and source attribution, and a FastAPI/LangChain/OpenAI finance agent with Firestore memory, Tavily tools, SSE streaming, React, Docker, and Railway deployment configuration.

EDUCATION

Master of Business Administration (MBA) | ITESM (Tecnologico de Monterrey), Queretaro | 2025 - In progress

Master's in Artificial Intelligence | Universidad Da Vinci | 2025 - In progress

B.S. in Computer Systems Engineering | Universidad de Guanajuato | 2020

Computer Technician | CBTis 65 | 2015

CERTIFICATIONS

Certified AI/LLM Solution Architect | BSG Institute | 2026

Scrum Foundation | 2024

Generative AI | Udemy | 2023

Advanced React & Next.js | Udemy | 2022

LANGUAGES

Spanish (native), English (professional), French (intermediate)

ADDITIONAL INFORMATION

- U.S. B1/B2 visa; experience collaborating with international teams and clients across Mexico, the U.S., and Canada; available for remote/nearshore roles.