

Alejandro Martinez

SOFTWARE ENGINEER

(323) 529-3159

hi@alejandromartinez.soy

linkedin.com/in/soyalejandrom

Product-minded Senior 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, building systems from zero that now support 175,000+ vehicles on the road and contributed to 12% of customer acquisition. Brings Staff-level technical leadership with genuine product instincts: cross-functional by default, hands-on by choice.

Experience

Rivian

Senior Software Engineer

Remote / Irvine, CA

Dec 2022 – Present

- Directed technical strategy and architecture for Rivian's migration from Amazon Connect to Twilio Flex, leading a core team of 6 engineers while staying hands-on 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+ contact center with migrations for inside sales and delivery in progress.
- Shipped AI-powered call summarization and automated disposition categorization into the Flex platform, achieving 98% acceptance on generated summaries, topic classification, and disposition suggestions, reducing post-call workload. Integrated agent feedback loops directly into the platform to automate call quality monitoring, replacing a previously manual review process.
- Built a versioned CI/CD pipeline automating deployments across development, staging, and production, increasing release cadence from monthly to weekly and eliminating manual environment promotion between stages.
- Led product and technical delivery of Rivian's AI chatbot from architecture through public launch, contributing to approximately 12% of customer acquisition. Defined conversation architecture, designed live-agent handoffs with cross-functional partners, built the routing bridge connecting chatbot conversations to the correct support queues, and created a GraphQL endpoint serving real-time vehicle pricing data to the AI.
- Leading development of Command Center, a native desktop companion app built on Electron and the Twilio Flex SDK that connects to Rivian's internal web applications via WebSockets to automate cross-app actions, orchestrate Salesforce UI interactions, and reduce manual agent workflows.
- Mentored an engineering intern whose Twilio Flex prototyping work directly shaped the architecture of Rivian's agent experience, informing how customer details surface on every incoming call across the rebuilt accounts portal.

Software Engineer II

May 2021 – Dec 2022

- Designed and built Rivian's first customer operations platform from zero as the primary engineer, standing up Amazon Connect with all contact flows, queues, routing profiles, and Python Lambda services to support 4,000+ contacts 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 automate screen pops and customer record retrieval, and built an SDK integration with RivianOS enabling real-time caller identity lookup on every inbound call.
- Expanded the platform internationally, adding English, French, and German support across the US, Canada, and Germany.
- Led a three-person team to design and launch Rivian's in-app service messaging platform, enabling vehicle owners to communicate directly with service centers throughout the appointment lifecycle. Built the Node.js and Apollo GraphQL API, DynamoDB and Elasticsearch data models, and Redis-backed real-time features including typing indicators and agent presence.
- Built 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, reducing 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.
- Designed and launched Rivian's 24/7 in-app live chat backend with persistent conversation history across authenticated sessions, giving customers a continuous support experience across all interactions.
- Built 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 accounts for 57% of service appointments scheduled.
- Built the end-of-line voice testing system deployed across Rivian's manufacturing facilities, enabling 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.

Romeo Power Inc.

Lead Software Developer, Software Developer

Vernon, CA

Jan 2020 – April 2021

- Consolidated fragmented internal web services into a unified cloud platform, establishing Romeo Power's first centralized tooling foundation.
- Designed and launched a payment reconciliation tool that reduced the finance department's monthly close process from days to minutes.
- Built manufacturing technician interfaces integrated with ERP systems, replacing manual data collection on the production floor with real-time digital workflows.
- Built 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

Exponent, Slate Digital

Remote

Jun 2019 – Jan 2020

- Built Exponent's community platform, a React application serving over 2,000 users with more than 800 verified interview questions. The platform became the top product management community on Product Hunt.
- Redesigned Slate Digital's licensing distribution system, enabling customers to identify and download the correct product versions for their hardware.

CSUN Matador Motorsports EV – FSAE

Lead Software Engineer

Northridge, CA

Aug 2018 – Sept 2019

- Designed and built 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, streamed to engineers in under 500ms over 4G.

Tesla – Energy

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 rebuilt deployment pipeline tooling with Docker and Jenkins.

Macy's Technology

Software Engineer Intern

San Francisco, CA

May 2017 – Aug 2017

- Led 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 measurably reduced cart abandonment.

Matador Emerging Technology + Arts Lab

Back-End Web Developer / Scrum Master

Northridge, CA

Sept 2015 – May 2018

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

Skills

TypeScript, JavaScript, Python, React, Node.js, Electron, AWS (Lambda, DynamoDB, CloudFormation, API Gateway, SAM), Twilio Flex, Twilio Voice, Salesforce, GraphQL, Apollo, Elasticsearch, Redis, Terraform, Docker

Speaking

- 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)

Awards

Twilio Excellence in Connected Experiences Award, 2026