

Lorenzo de Lara

AI engineering leader with 12+ years building and scaling systems at Amazon, AWS and startups. AI-enabled platform transformation, cloud architecture, and distributed systems.

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WORK EXPERIENCE

Attuned.ai, Tokyo, Japan (Remote)

Software Engineering Lead

2026 / 1 - Present

- Led an AI-enabled transformation of Attuned's engineering workflow, making specification-driven, AI-assisted development the primary delivery model while retaining human review and production controls. Introduced trunk-based CI/CD, automated E2E tests, preview environments, canary alarms and production guardrails.
 - **Deploy frequency** sped up from once every two-three weeks to an average of **10 deployments/day**, **merge-to-production lead time** from approximately one week to **under an hour**, with a **change failure rate under 1%** and **MTTR below an hour**.
- Envisioned, planned and led a ground-up rewrite of the entire Attuned platform, "New Attuned," using agentic engineering, with feature parity with the legacy Attuned system as the initial milestone. Owned architecture and system design end-to-end; **delivered in five months with a team of two**.
- Created several internal tools to accelerate engineering velocity and organizational efficiency: "Outbox," an email template management tool that decreased the lead time for creating and editing email templates from **days to minutes**, and "Pipelines," which visualizes and manages the CI/CD system.
- Operated as a **forward-deployed engineer**, working on-site with champion customers to gather feedback, build working prototypes and strengthen customer loyalty. Prepared and delivered a presentation in Japanese on the product roadmap and the New Attuned platform at the annual Attuned User Summit in July 2026.

- **AI:** Claude / Codex
- **Architecture:** Monorepo / Monolith / Docker
- **Delivery:** Git / CI/CD
- **Cloud:** AWS Lambda / DynamoDB / CloudFront / CDK
- **DB:** Neon Postgres / Drizzle ORM
- **Language:** Full-stack TypeScript / Next.js
- **SaaS:** Clerk / Sentry / Grafana / PostHog
- **Other:** GraphQL / Playwright

Lead Backend Developer

2023 / 6 - 2025 / 12

- Led backend development for several new features aimed at increasing product usage, including a re-envisioning of the customer-facing Engagement experience with a new visualization layer that made survey data easier for customers to interpret. **Zero production incidents; 87% positive in-product satisfaction; approximately 48% repeat usage of the new dashboard**.
- Rebuilt observability and operational maintainability across all backend systems, including custom CloudWatch metrics and dashboards, and drove company-wide adoption of Infrastructure as Code with AWS CDK, significantly reducing the engineering overhead of infrastructure provisioning.
- Led the turnaround of a stalled microservices project to internal release in nine months, working directly with Product, Design and Research teams.
- Mentored junior developers on architecture and system design, and provided career-development coaching.
- Organized engineering team offsites and lunch-and-learn presentations to strengthen knowledge sharing and alignment.

- **Architecture:** Microservices / Multi-repo
- **Delivery:** Git Flow
- **Cloud:** AWS ECS Fargate / RDS / CloudWatch
- **DB:** MySQL / PostgreSQL / SQLAlchemy
- **Language:** TypeScript / Python
- **Framework:** React / FastAPI
- **SaaS:** Datadog / Sentry

Career Break, Seattle, WA, USA and Vancouver, BC, Canada

2017 / 9 - 2022 / 12

- Studied and worked part-time as a **nature school instructor, massage therapist and coding school mentor**.

Amazon Web Services, Seattle, WA, USA — *Software Development Engineer II*

2014 / 9 - 2017 / 8

- As a founding member of the API Gateway team, designed, developed and maintained several key features to support a successful launch in July 2015. The service grew to **billions of requests/month** across thousands of customers.
 - *API Keys and Throttling* - limited usage of an API on a per-API-key basis.
 - *Encryption Key Caching* - improved API latency by caching keys at runtime.
- Owned and executed a complex migration of the service control plane to run natively on EC2 with full CI, dramatically reducing operational burden and improving deployment speed and reliability.
 - Required extensive refactoring, testing and a meticulous deployment plan across all 14 AWS regions at the time to ensure zero disruption to API owners.
- Served as the subject-matter expert for API load testing, identifying and resolving performance bottlenecks and memory leaks. Used Jamm to estimate runtime object sizes and helped sustain **100k+ RPS** under load; also participated in on-call incident response and root-cause analysis.

- **AWS:** EC2 / S3 / DynamoDB / CloudWatch / CloudFormation / CloudFront / IAM / CodeDeploy / CodePipeline / Route 53 / ElastiCache / ELB
- **Language:** Java / JavaScript / Python
- **Framework:** Spring / React
- **Tools:** JMeter / Jamm / IntelliJ

WORK EXPERIENCE (CONT'D)

Amazon.com , Seattle, WA, USA — <i>Software Development Engineer</i>	2010 / 8 - 2014 / 8	• Language: Java / JavaScript / Perl • Framework: jQuery / Node.js • Mobile: Android / Perforce / Git
• One of the earliest members of the Kindle Content Store team, owning browsing and purchasing experiences across the web, tablets and e-ink devices. • Owned the Kindle Store APK on Kindle Fire and Android tablets; implemented background prefetching for fast startup and generalized the framework for video and music storefronts. • Delivered Prime Reading Library, Kindle Unlimited and Gifting; served as the native Java subject matter expert for early Kindle devices and added conversion metrics plus Recent Search History for e-ink usability.		
Affinity Systems Ltd. (acquired by KX) , Mississauga, ON, Canada <i>Software Engineer</i>	2008 / 12 - 2010 / 7	• Language: Java / Python • DB: SQL Server / Hibernate • Framework: Spring / Maven / JUnit / ANTLR / JNI / SVN
• Worked closely with public- and private-sector clients to design and implement bespoke, high-performance Java EE web applications. • Helped launch the <i>Webkinz Jr.</i> backend, building features and tools, conducting load and performance testing, and managing Maven builds and releases; also designed a Python framework for functional and load tests.		
Seiko-Epson Corporation , Matsumoto, Nagano, Japan <i>Software Developer (Co-op)</i>	2005 / 8 - 2006 / 7	• Language: C++ / MFC / Visual Studio
• Improved OCR and blank-page detection for a Windows scanner application, and drove adoption of an internal wiki to consolidate intranet knowledge.		

EDUCATION

University of Waterloo , Waterloo, ON, Canada <i>Bachelor of Computer Science, Co-op</i>	2001 / 9 - 2007 / 6
• Graduated With Distinction. • Completed six co-op work terms spanning 32 months, including 12 months in Matsumoto, Japan at Seiko-Epson.	

LANGUAGES

English - Native

Japanese - Conversational (JLPT N2, 2023); Ontario Japanese Speech Contest, 2nd place ("Open" Category)

INTERESTS

- Cycling, calisthenics, permaculture, bird language, tracking and youth mentoring